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FAT SALVAGE PROGRAM
Urban Kit

535759

March 1945

Following is a list of materials included in this kit:

General Information

- Promotional Guide
- Fact Sheet
- Copy Policy Statement
- Questions and Answers

Press

- Suggested release for retail grocers' publications
- Suggested release for meat dealers' publications
- Suggested release for renderers' publications
- Suggested release for shoppers' papers
- Suggested release for the Negro press
- Suggested release for freezer locker plant operators
- Sunday supplement feature
- Suggested local news feature
- Suggested utility company bill insert
- Short statement for magazines or bulletins - for boxes, etc.
- Women's page features - Army and Navy angle (with multilith of available picture)

Radio

- General statement for press and radio use
- Prepared radio script
- Comments for radio commentators

Visual

- Mats of Jones, Bowles, Carter, Gregory, and Krug (not included, available on request)
- Pictures of Army, Navy, and WAVE cooks salvaging fats (glossy prints available on request)
- Statement on Feature News and Advertising Service

Suggested letters

- To local women's groups
- To local labor groups
- To local restaurant and hotel associations
- To local retail grocer associations

Special statements over signatures of:

- Marvin Jones, War Food Administrator
- Maj. Gen. E. B. Gregory, The Quartermaster General
- Rear Admiral W. J. Carter, Supply Corps, USN
- Chester Bowles, Administrator, Office of Price Administration
- J. A. Krug, Chairman, War Production Board
- WAVE cook
- Navy cook
- Army cook

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WAR FOOD ADMINISTRATION
Office of Supply (CCC)
Washington 25, D. C.

250,000,000 LBS. OF USED HOUSEHOLD FATS IN '45!



February 1945

In a very few words--that's the PROBLEM. We must salvage 250,000,000 pounds of used kitchen fat in 1945 to help meet MINIMUM requirements on products made from inedible tallow and grease.

JUST WHAT ARE THE "NEEDS"? Well, frankly, for the type of fats collected under the Fat Salvage Program they run to over $2\frac{1}{2}$ BILLION pounds, total. We've got to take care of these needs to meet expanded military and industrial requirements--for munitions, medicines, military soaps (scores of types for scores of specialized uses)--for minimum civilian soap requirements and for hundreds of other things, including--



COATINGS that protect ships, tanks, fabrics, and other implements of war.



SYNTHETIC RUBBER MANUFACTURE AND PROCESSING--to keep the Army rolling this will require 170,000,000 pounds of inedible fats.



HYDRAULIC FLUIDS--for those big bulldozer lifting mechanisms, and others.



PRINTING INK--for the Nation's presses.

AND MANY, MANY OTHER products that **MUST** have greater or lesser quantities of fats--or they can't be made and used effectively.

LET'S GET THIS STRAIGHT TO START WITH--

The Fat Salvage Program on used fats cannot and is not intended to furnish *all* the inedible fats required for all the products made with these materials. Salvaging used fats--if done efficiently--will help make up the DEFICIT in our available supplies of inedible fats.

Other sources of fats of the type collected under the Fat Salvage Program include the residue of refined vegetable oils, a large quantity of inedible tallow and grease that never goes into the home, a group of fish oils, some imported oils, and a small quantity from other miscellaneous sources.

Adding all these sources together and balancing them against essential military, industrial, and civilian requirements--we need all the used fat that can be salvaged in 1945! Ten percent of the total requirements can be met if the goal of 250,000,000 pounds is reached.



THINGS AREN'T LIKE THEY USED TO BE!

In fact, they're a long way from being like they used to be. In the Philippines--where General MacArthur, American armed forces and Filipinos are conducting a brilliant campaign of liberation--the United States used to be able to get annually more than one-half billion pounds of fats and oils. The East Indies were a source, too.

Even with present military successes--the Philippines cannot be counted on to furnish appreciable quantities of fats and oils for a considerable period. The length of that period is anybody's guess. Same goes for the Indies.

COMING RIGHT DOWN TO CASES--we can't meet all our needs for fats and oils by importing from some other places.

Farmers are producing fats and oils to the best of their ability.

It is just as important for the housewife to save her family's used fats as it is for the farmer to plant cotton, soybeans, peanuts, or corn. The 1945 fat salvage goal of 250 million pounds of used kitchen fats would be equivalent to the oil produced from more than 1 million acres of peanuts, or more than 1½ million acres of soybeans. Likewise, it would be equivalent to the lard from more than 7 million head of hogs or the tallow from the slaughter of 3 million head of cattle.

AND TO MAKE UP A DEFICIT--we simply have to salvage **USED FATS** that otherwise are wasted. The problem of helping to meet the Nation's total needs is squarely up to individual homemakers.

WHAT ARE THE CHANCES OF DOING THE JOB?

In a few words--chances are good--if folks pitch in and help.

Prior to the war it is estimated that at least half a billion pounds of used fats were poured down the drain.

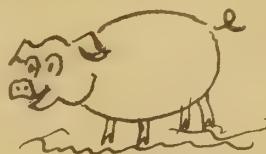
What happened "Way back when"--may not have been so important--but it's different now. A minimum of 250,000,000 pounds of this strictly unusable product--so far as homes are concerned--are needed to help fight the toughest war the Nation ever set out to win.

Homemakers have done a grand "about face" and they *have* salvaged a lot of used fat--170 million pounds last year--but more is urgently needed this year.

The armed forces have cooperated splendidly and fat salvage in armed forces' kitchens is given the same efficient attention as mechanical crews give to motorized equipment. The armed forces are doing a tip-top job, having saved more than 50 million pounds of used fats last year. They aim to salvage even more in 1945.

THE COMPARATIVE SITUATION--'44 and '45

Although we have greatly increased military and industrial requirements for fats and oils in 1945, our supplies are less plentiful. Total domestic production of fats and oils for use in 1944 was about 10.9 BILLION POUNDS. For 1945 total domestic production is estimated at 9.8 BILLION pounds...1.1 BILLION pounds less than last year:

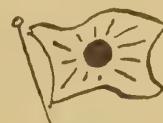
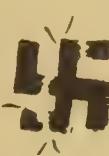


Why will our 1945 fats and oils supply be smaller?

1. In 1944 the Nation had the largest livestock marketings in its history, particularly hogs. Heavy slaughterings yielded ample supplies of lard and grease. Production of lard was 3,250,000,000 pounds. In fact, lard came on the market in such quantities that available storage space could not accommodate all of it, and some supplies had to be diverted to industrial uses. In 1945 we shall have reduced supplies of lard and grease from animal slaughter. Last year farmers took steps to balance livestock production to available feed supplies and pasture.... This will mean a lower total 1945 slaughter. Cattle slaughter will be about at last year's level, but hog slaughter will be down sharply in 1945 since 1944 hog production was 29 percent lower than 1943. It is estimated that production of lard in 1945 will be only 2.4 million pounds. And the equivalent of 40 percent of all lard must be set aside for Government purchase.
2. In 1945, total output of inedible tallow and greases may be around 1,820 million pounds--about 150 million pounds less than in 1944.
3. In 1944 military demands for fats and oils--and products requiring these things in their manufacture--were high. In 1945 military and industrial requirements for the type of fats collected under the Fat Salvage Program are even higher.

IN SUMMARY: The Nation is tapping every available source for its needed fats and oils. Domestic sources provided 90 percent of the 12 billion pounds of all types of fats used and exported in 1944. In 1945 we are unable to look forward to importing any additional substantial supplies to aid this situation. In spite of all current efforts to "up" our yields of fats and oils, there is urgent need to salvage used fats.

WHATEVER HAPPENS IN EUROPE--



No matter how successful the Russians may be--or how successful American and British and French troops may be in Europe--used household fats are still going to be needed in great quantity in 1945. Production of these materials can't immediately pick up in Europe, even though peace came tomorrow--and demand

can't slacken. Subsequent to the collapse of Germany, the United States still has a big, tough war on its hands, with the Japs. Inedible fats will be needed --and badly needed, during 1945, regardless of foreseeable military developments.

LET'S GO AFTER THE FAT--

There is no doubt about the need for used fats. Mrs. Housewife's kitchen is the chief source. And there's where most of it will have to come from. True, many of the meats from which the most fat comes--like bacon, sausage, and pork chops--appear in butcher shops and stores less frequently. And many of the cuts that housewives do get have less fat on them than last year.

But the Nation needs used fats to help carry on the war effort. And the NEED for used fats should be brought home regularly and forcefully to Mrs. Housewife wherever she may live--big city, little town, or on the farm. After housewives have used household fats until they are no longer usable, then they should turn them in for salvage.

LET'S MAKE FAT SALVAGE A HABIT.

A number of surveys have shown that larger quantities of used kitchen fats would be salvaged if A METAL CONTAINER WERE PLACED IN A HANDY SPOT TO MAKE IT EASY AND HABITUAL FOR MRS. HOUSEWIFE TO POUR THESE USED FATS INTO.

To overcome this--perpetually push the idea of KEEPING THE SALVAGE FAT CONTAINER CONVENIENT IN THE KITCHEN AND HANDY TO THE STOVE. THIS CAN BE DONE VISUALLY, IN PRINT AND BY THE SPOKEN WORD.



AND FEATURE THE REWARD ANGLE, TOO!

Admittedly, there's NEED to salvage used fats--a need that MUST be met.

However--also stress to Mrs. Housewife that in addition to helping meet this NEED, there's also a very tangible, worth-while reward to her for helping save the used fats that are needed in the war effort--!

Reemphasize constantly that in addition to performing a necessary war aid in salvaging used fats, Mrs. Housewife should receive....

4 cents per pound..... and must receive.....

TWO (2) RED POINTS PER POUND.....

.....for EVERY POUND OF USED FAT THAT'S SALVAGED!

With foods that require red points now under tighter rationing than was true a while back--(and likely to remain that way for some time)--those TWO red points have a greater attraction for Mrs. Housewife than previously--wherever she may live.

AND LASTLY-----

TURN IN YOUR USED FATS AND TELL OTHERS TO DO LIKEWISE. TURN THEM IN TO YOUR GROCER OR BUTCHER. USED FATS ARE MORE GREATLY IN NEED THAN EVER BEFORE.

UNITED STATES DEPARTMENT OF AGRICULTURE
WAR FOOD ADMINISTRATION
Washington 25, D. C.

FACT SHEET ON FAT SALVAGE PROGRAM

February 1945

The Problem:

Greatly expanded military needs for fats and oils, the most serious shortage of some important raw materials since mid-1943, waste of approximately two-thirds of a potential supply of 500 million pounds of used household fats... these factors make clear that used household fats, the kind found in every home, restaurant, hotel--everywhere that food is consumed--are the Nation's richest remaining source of critically needed raw fats. It is vitally necessary to arouse housewives, restaurateurs, and all other users of kitchen fats so that they will save these fats to meet this current wartime need.

The Need: Military and industrial requirements for fats in 1945 are more than 2 1/2 times 1940 governmental-industrial uses and well above those of 1944. We must also meet essential civilian needs. To meet all needs, it will be necessary to draw on supply sources other than those coming from imports and domestic production. The most fertile source is used kitchen fats. Salvaging these used fats does not curtail their use in the home, yet it helps provide vital raw material for war priority goods.

The Situation:

This year, despite our increased requirements for fats and oils, supplies will not be as plentiful as in 1944. The reason: 1944 was a peak year in fats and oils production. The 1944 record hog slaughter, which yielded 3,250,000,000 pounds of lard will not be repeated in 1945. Last year lard came on the market so rapidly that storage space could not always be found for it, and it was necessary to divert millions of pounds to industrial uses. This year the output of lard and rendered pork fat is expected to total about 2.4 billion pounds about 850 million pounds less than in 1944. And the equivalent of 40 percent of the total production of all lard must be set aside for Government purchase.

Cattle slaughter in 1945 is expected to be about the same as in 1944. Thus, increased supplies of fats and oils from this source cannot be counted upon. Hog slaughter in 1945 will be down sharply, because the 1944 crop of pigs (which are to be slaughtered in 1945) was 29 percent lower than the 1943 crop.

Total output of inedible tallow and grease may be as high as 1,820 million pounds in 1945, which would be about 150 million pounds less than 1944 production.

Total domestic production of fats and oils for use in 1945 will be slightly less than 10 billion pounds. Production in 1944 was 10.9 billion pounds. Average domestic production of fats and oils in the 1937-41 period amounted to 8.2 billion pounds, but pre-war demands were a far cry from the present high military and other governmental needs.

What Has Happened:

During the last 5 months of 1944, monthly collections of used kitchen fats fell off about 3 million pounds. This was attributed partially to decreased bacon and pork supplies and the lower fat content of meat from animals available to civilian customers. In the face of heavy demands, however, collection of used fats must be increased.

The Goal:

It has been estimated that used kitchen fats potentially available amount to 500 million pounds yearly. In 1944, about 170,000,000 pounds were turned in by American housewives and about 50 million pounds by our armed forces. This is less than one-half the estimated supply available each year. If 250 million pounds of used fats -- the 1945 goal -- could be obtained, it would be equivalent to the oil produced from more than a million acres of peanuts, or 1 1/2 million acres of soybeans, or the lard obtained from 7 million head of hogs, or the tallow from about 3 million head of cattle. (250,000,000 pounds is civilian goal; armed services' goals is 72,000,000 pounds.)

War Uses:

Used kitchen fats -- the drippings from roasting pans and broilers; residual grease after frying bacon, sausage, and other meat products of high fat content; grease skimmed from stews or meat-base soups; used lard, vegetable shortenings, and cooking oils; fats cut from meats during preparation, and left-overs; all fats and oils that are products of cooking -- have a multitude of important war uses. Products of these fats help to make munitions, military and civilian soaps, military medicines, synthetic rubber, airplane lubricants, incendiaries, nylon for parachutes, high-resistant paints, hydraulic fluids, pharmaceuticals, fabrics, metal workings, food products, tanning and processing of leather, insecticides, fungicides, and many other products, both military and civilian.

Outlook:

Even after the liberation of the Philippines from where we received annually from 500 to 700 million pounds of fats and oils, supplies cannot be increased immediately. Exports of copra and coconut oil from these islands are not expected to be restored in quantity until a year or so after liberation. Reduction in the needs of the armed forces in Europe, for instance, will be offset by needed edible fats and oils, plus soap, for liberated areas. It is clear that all available sources of fat supplies should be utilized fully.

Quotas:

The need for fats is so acute that instead of setting up quotas, housewives are simply being asked to turn in all fats they can after they've derived full use of them in the kitchen. All housewives are being requested to do this.

Co-operating Agencies:

While WFA has the directing responsibility for the Fat Salvage Program, cooperating agencies include the War Production Board, the Office of Price Administration, the armed forces, and the Office of War Information. Hundreds of national, State, and local groups are participating. Industry efforts are

coordinated in large part through the American Fat Salvage Committee, Inc.

OPA

In December 1943, OPA authorized a payment to housewives and boardinghouse keepers of two red points per pound for salvaged household fats. OPA also established a ceiling of 4 cents per pound to be paid by the local grocer or meat dealer for the salvaged fats. OPA continues to have full responsibility for ration points for salvaged fats and the price paid.

WFB

The War Production Board (through State, County and local salvage committees, conducted the Fat Salvage Program from April 1942 to October 1944. While the operating authority has been transferred to the War Food Administration, the WFB and the salvage committees at all levels continue in active cooperation assisting in promotion and aiding in solving problems.

Extension:

The Extension Service of the WFA is helping to stimulate collections of used household fats in rural and farm areas.

Collections:

Renderers, known as "Master Collectors," generally make collections from retail stores on a regular schedule. The OPA sets up a bank of points for these renderers and collectors for their use in paying points to the retailer. Monthly reports made by renderers to the OPA are the basis for further allotments of points from the OPA. In rural areas collections may be different due to local conditions, but the general operational plan is the same.

Collection problems are the main bottleneck in the Fat Salvage Program. Two of the most commonly encountered are: (1) The local butcher or grocer being reluctant sometimes to accept fats the housewife has saved, and (2) problems of the meat dealer or grocer in getting the fats picked up by renderers or independent collectors. Shortage of trucks, tires, gasoline, and other transportation difficulties have made rural pick-ups especially difficult.

Collection problems have been vigorously attacked in recent weeks by the cooperating agencies. Particular effort is being made by District representatives of WFA's Office of Supply to see that collection services are maintained as adequately as possible in view of over-all transportation difficulties. Local civic organizations are being asked to do everything possible to solve local "pick-up" problems. Acute problems of this nature should be immediately referred to WFA's District representatives or to one of the regional offices. (List attached)

To help with collection problems, the Railway Express Agency has arranged to accept shipments of used fats in leakproof containers at any one of its 23,000 points. Exceptions are certain large, metropolitan cities. These shipments must weigh at least 48 pounds. Renderers will supply dealers with leakproof containers, will pay shipping charges to and from their plants, and

reimburse meat dealers at the rate of 5 cents and two red points per net pound of fat shipped. Arrangements with trucking associations, independent truckers, and similar outfits can be made on this same basis.

A solution of local "pick-up" difficulties, it is believed, will dissipate any reluctance on the part of some meat dealers and grocers to handle used fats. Further education is needed in some areas, however, to get local butchers and grocers to pay cash as well as points for used fats turned in.

Under OPA regulations, meat dealers must pay two points and should pay up to 4 cents for each pound of used kitchen fats they collect from the housewife.

Fat Salvage Facts:

The War Food Administration has asked farmers to greatly increase their acreage of oil-bearing crops. But this is not enough. Housewives and other users of kitchen fats are being asked to contribute further, both on military and home fronts, through the Fat Salvage Program. They are asked to pour used kitchen fats into a clean tin can (strain the fats if possible), and take them to the grocer or butcher during his collection hours. For each pound of fats, two red ration points and up to 4 cents will be paid by the grocer or butcher.

Here are some points which may be helpful in preparing program copy:

- (1) Women think the Government wants only their "clean" fats. Dark or smelly fats have not lost their usefulness and are worth salvaging.
- (2) Some women make hard work of the operation. Nearly one-third don't even keep the salvage container (best choice is a fairly large, clean tin can) in the kitchen. Only 11 percent keep a receptacle ~~on the back of the stove~~.
- (3) Many women don't recognize the poundage (and the extra red points) to be obtained from saving and melting down solid fats trimmed from meat, both before and after cooking and by rendering out the fat left on the family's dinner plates.
- (4) With most housewives, saving fats has not yet become a regular operation. They don't think to skim the stews and soups and really scrape the broiler pan or skillet. It should be emphasized that all fats no longer usable should be saved, and turned back to the grocer or butcher.

- (5) Housewives should take care to remove all water, bones, and other bits of foreign matter before turning fats in, since such impurities cause rapid deterioration of fats and limit their value. Therefore, while straining is not wholly necessary it is desirable.

Specific appeals for rural audiences include:

- (1) Farmers have a direct interest in this program since fats collected under the program are used in making many items used on the farm. Examples: Insecticides, fungicides, synthetic rubber needed to keep trucks rolling, protective coatings for farm implements, certain veterinary preparations for

treatment of livestock, leather, explosives used for blasting rocks, stumps, etc.

(2) It is as important to save used fats on the farm as it is to raise oil crops, since another source of fats of the type collected in the Fat Salvage Program is the residue of refined vegetable oils. Thus, used household fats join soybeans, peanuts, corn, and cotton in the march from farm to battle-front.

(3) Farm housewives on the whole have a greater opportunity to save fat than city housewives, because of home produced meats, plentiful use of poultry, etc.

(4) Rendering of waste fat is important at butchering time. This can include meat trimmings, and other scrap materials.

(5) Farmers should be urged to see that local renderers collect all dead animals -- an important source of fat.

TURN IN YOUR USED FATS TO YOUR BUTCHER OR GROCER

USED FATS ARE NEEDED--NOW!

WAR FOOD ADMINISTRATION

REGION I

NORTHEAST REGION

Regional Office:
Francis D. Cronin, Director
150 Broadway
New York 7, New York
Tel. Rector 2-4720

District and Sub-District Offices

Brennan, Fitch L.
District Representative
153 Court Street
New Haven 10, Connecticut
Tel. New Haven 7-5717

Shedd, Clifford W.
District Representative
205 Custom House Building
Wilmington 24, Delaware
Tel. Wilmington 5-3371

Brett, Charles J.
Sub-District Representative
Greenlaw Building
229 Main Street
Presque Isle, Maine
Tel. Presque Isle 3291

Quinn, Charles M.
District Representative
Post Office Building
Hallowell, Maine
Tel. Hallowell 2785

Halnan, Chester A.
District Representative
150 Broadway
New York 7, New York
Tel. Rector 2-4720

Hearn, Philip B.
District Representative
90 State Street
Albany, New York
Tel. Albany 5-4571

Lester, Fred
Sub-District Representative
223 Erie Street
Buffalo, New York
Tel. Washington 5244

Baldridge, Niles S.
District Representative
210 E. Lexington Street
Baltimore 2, Maryland
Tel. Plaza 3897

Sullivan, John H.
District Representative
406 Park Square Building
Boston 16, Massachusetts
Tel. Liberty 7520

Morgan, Willis R.
District Representative
20 Washington Place
Newark 2, New Jersey
Tel. Market 3-0972

Thompson, William S.
Sub-District Representative
Laurel and Commerce Streets
Bridgeton, New Jersey
Tel. Bridgeton 2038

Conaboy, John F.
District Representative
611 Market Street Bank Bldg.
Philadelphia 7, Pa.
Tel. Rittenhouse 4156

Walsh, William M.
District Representative
248 Fourth Avenue
Pittsburgh 22, Pennsylvania
Tel. Grant 0800

Barry, Edward H.
District Representative
511 Westminster Street
Providence 3, Rhode Island
Tel. Gaspee 1008

Region I - Northeast Region (Cont'd)

District and Sub-District Offices

Slater, Franklyn T.
Sub-District Representative
Federal Building
Church and Fitzhugh Street
Rochester 14, New York
Tel. Maine 3564

Watling, Harry W.
District Representative
125 Church Street
Burlington, Vermont
Tel. Burlington 452

Zimmerman, W. R. Johnson
District Representative
1031 Quarrier Street
Charleston 1, West Virginia
Tel. Capital 39-457-8

REGION II

SOUTHERN REGION

Regional Office:
James H. Palmer, Director
Western Union Building
Atlanta 3, Georgia
Tel. Walnut 4977

District and Sub-District Offices

Lackey, Cullen G.
Sub-District Representative
401 Court House
7th Avenue & 21st Street
Birmingham 3, Alabama
Tel. 3-9863

Williams, J. M.
District Representative
812 Bisbee Building
Jacksonville 2, Florida
Tel. 5-2333

Sewell, William R.
District Representative
409-11 First National Bank Bldg.
Montgomery 4, Alabama
Tel. 3-6456

Hughes, T. Walter
District Representative
204 Collier Building
175 Peachtree Street, N. E.
Atlanta 3, Georgia
Tel. Walnut 7916

Spofford, Charles B., Jr.
Sub-District Representative
Box 4938
Miami 29, Florida
Tel. 2-5258

Dudley, Gavin S.
Acting District Representative
455 McClelland Building
Lexington 3, Kentucky
Tel. 4273

Miller, Rufus S.
Sub-District Representative
226 Tallahassee Administration Bldg.
129 Monroe Street
Tallahassee, Florida
Tel. 417

Welch, Claude L.
District Representative
P.O. Box 101
Masonic Temple Building
Jackson 102, Mississippi
Tel. 3-4933

Region II - Southern Region (Cont'd)

District and Sub-District Offices

Moody, C. Hillman
District Representative
1013 Raleigh Building
Raleigh, North Carolina
Tel. 3-3841

Robb, Robert E.
District Representative
1401 Hampton Street
Columbia 29, South Carolina
Tel. 3163

Ross, Claybourne B., Jr.
District Representative
402 Warner Building
Nashville 3, Tennessee
Tel. 6-3604

Kern, Earl A.
Sub-District Representative
327 New Post Office Building
Knoxville 10, Tennessee
Tel. 2-1270

Munro, Stanley E.
District Representative
203 N. Jefferson Street
Richmond 20, Virginia
Tel. 2-3973

Kipps, Michael S.
Sub-District Representative
814 State and City Office Bldg.
Roanoke, Virginia
Tel. 3-1304

REGION III

MIDWEST REGION

Regional Office:
Eral O. Pollock, Director
5 South Wabash Avenue
Chicago 3, Illinois
Tel. Central 7340

District and Sub-District Offices

Hodge, John W.
Sub-District Representative
503 United Mine Workers Bldg.
Springfield, Illinois
Tel. 29616

Stolte, William A.
District Representative
Room 817 - 5 South Wabash Avenue
Chicago 3, Illinois
Tel. Central 7340

Richey, Perry S.
District Representative
421 Security Trust Building
Indianapolis 4, Indiana
Tel. Franklin 2471

Sykes, Vergil C.
Sub-District Representative
Box 589, 517½ North Dewey St.
North Platte, Nebraska
Tel. 2400

Brine, William M.
Sub-District Representative
310 Murray Building
48 Division Street
Grand Rapids 2, Michigan
Tel. 97281

Griffin, Floyd
Sub-District Representative
Faller Building
8th and Walnut Streets
Cincinnati 2, Ohio
Tel. Parkway 3673

Region III - Midwest Region (Cont'd)

District and Sub-District Offices

Sheehe, George B.
District Representative
208 Old Colony Building
Des Moines 9, Iowa
Tel. 33118

Doane, Angus C.
District Representative
3333 Barlum Tower
Detroit 26, Michigan
Tel. Cherry 1558-9

Booth, Ernest G.
District Representative
110 Federal Courts Building
St. Paul 2, Minnesota
Tel. Cedar 8033

Tuchscher, Floyd H.
District Representative
8th Floor, Civil Courts Bldg.
St. Louis 1, Missouri
Tel. Garfield 3352

Angle, William T.
District Representative
5th Floor, City Hall
Kansas City 6, Missouri
Tel. Victor 0666

Anderson, Arthur E.
District Representative
Box 150 State House Station
Lincoln, Nebraska
Tel. 26317

Pulvermacher, Clifford G.
District Representative
731 Atlas Bldg.
8 East Long Street
Columbus 15, Ohio

Isaken, Joseph P.
District Representative
347 Dakota Avenue, South
Huron, South Dakota
Tel. 860

Gunderson, Gordon W.
District Representative
20 North Carroll Street
Madison 3, Wisconsin
Tel. Gifford 4515

Lenahan, Edmond L.
Sub-District Representative
Room 304, Courthouse
Milwaukee 3, Wisconsin
Tel. Broadway 5645

Frost, Emil
District Representative
400 DeLendrecie Building
Fargo, North Dakota
Tel. 5349

Flannery, Kenneth W.
District Representative
Room 605, Ninth-Chester Bldg.
Cleveland 15, Ohio
Tel. Cherry 3780

REGION IV

SOUTHWEST REGION

Regional Office:
Latham White, Acting Director
425 Wilson Bldg.
Dallas 1, Texas
Tel. Riverside 1121

District and Sub-District Offices

Hinton, Carl
Acting District Representative
426 Donaghey Building
Little Rock, Arkansas
Tel. 4-6428

Freeman, G. Chester
District Representative,
113 Old State Capitol Bldg.
Baton Rouge 2, Louisiana
Tel. 3-8353

Region IV - Southwest Region (Cont'd)

District and Sub-District Offices

Lilley, Charles W.
District Representative
407 Security Life Building
810 14th Street
Denver 2, Colorado
Tel. Keystone 4151

Sanders, Louis L.
Sub-District Representative
Room 1, Caddo Parish Courthouse
Shreveport 47, Louisiana
Tel. 2-3524

Gerling, Paul H.
Sub-District Representative
300 Orpheum Building
Wichita, Kansas
Tel. 2-3093

Wood, Gordon H.
District Representative
P.O. Box 587
Albuquerque, New Mexico
Tel 5233

Phillips, Paul E.
District Representative
611 Central Building
Topeka, Kansas
Tel. 2-4894

Smith, Leo W.
District Representative
408 Midwest Building
Oklahoma City 2, Oklahoma
Tel. 7-5484

Lester, Clarence C.
Sub-District Representative
202 Braniff Building
Tulsa 3, Oklahoma
Tel. 2-2692

Hodges, Claudio B.
Acting District Representative
603 Littlefield Building
Austin 15, Texas
Tel. 2-2111

Boyd, Dan L.
Acting District Representative
Room 17, Southwestern Investment Bldg.
Taylor at Tenth Street
Amarillo, Texas
Tel. 2-4577

Underwood, Frank W.
Acting District Representative
320 Wilson Building
Dallas 1, Texas
Tel. R. 1121

Hotchkiss, Glenn R.
Harlingen, Texas

Duderstadt, Temple J.
Acting District Representative
901 Exchange Building
Houston 2, Texas
Tel. C-46901

REGION V

WESTERN REGION

Regional Office:
Charles W. Smith, Director
821 Market Street
San Francisco 3, California
Tel. Exbrook 8381

District and Sub-District Offices

Caldwell, E. J., Jr.
District Representative
407 Goodrich Building
Phoenix, Arizona
Tel. 4-1151

Messer, Paul J.
District Representative
704 South Spring Street
Los Angeles 14, California
Tel. Trinity 9601

Region V - Western Region (Cont'd)

District and Sub-District Offices

Adams, L. E.
District Representative
821 Market Street
San Francisco 3, California

Rowley, William P.
District Representative
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Tel. 6149

Allan, William A.
District Representative
515 Power Block
Helena, Montana
Tel. 2808

Ronnow, Dan C.
District Representative
118 West Second Street
Reno, Nevada
Tel. 5296

Tulley, C. R.
District Representative
215 Mayer Building
Portland 5, Oregon
Tel. Atwater 4181

Allred, David H.
Acting District Representative
324 Beneficial Life Bldg.
Salt Lake City 1, Utah
Tel. 4-2552

Flynn, J. J.
District Representative
714 Alasua Building
Seattle 4, Washington
Tel. Elliott 1190

Roper, Gilbert I.
Acting District Representative
318 Columbia Building
Spokane, Washington
Tel. Main 3129

Dixon, Russell E.
District Representative
74 U. S. Post Office Building
Cheyenne, Wyoming
Tel. 9423

2/17/45

WAR FOOD ADMINISTRATION
Washington 25, D. C.

February 1945

FAT SALVAGE PROGRAM COPY POLICY

The need for salvaging used kitchen fats in 1945 is more important than ever. Military demand for products that fats and oils help to make is greatly expanded. Measured against this demand are declining supplies of some of the important fats and oils. Also, our pre-war import sources of oils have been cut off almost entirely.

Military and industrial requirements this year for fats and oils of the type collected in the fat salvage campaign are more than 2-1/2 times 1940 governmental-industrial needs. Essential civilian requirements must be met also. Despite this greater demand, sources of supply will not be as plentiful as last year -- a period of record U. S. production of fats and oils. In short, we have urgent need in 1945 to salvage 250,000,000 pounds of used fats to help to make up a deficit. The richest remaining source is used kitchen fats--the kind found in homes, restaurants, hotels -- any place where food is consumed.

The War Food Administration is spearheading the current fat salvage campaign, with the cooperation of the War Production Board, the Office of Price Administration, the Office of War Information, the armed forces, and interested industry and civic groups.

Several months ago these groups agreed on certain definite policies as a guide to all promotional activities for salvaging used fats. These policies are:

1. The products of fat salvage have many uses. Any of them may be chosen for emphasis in some approximation of their importance to the war effort. It should not be implied that any one is the sole reason for salvage.

2. Such emphasis, however, should not neglect the extraordinary variety of important uses of fats; and copy may make considerable use of this variety.

3. It is desirable that information material should dramatize the war and industrial uses of fats of the type collected in the Fat Salvage Program.

4. Appeals to fear, however, should be avoided. It is not proper to suggest, for example, that failure to turn in fats will result in deaths of American soldiers or the loss of a battle.

These, then, are the broad policy outlines shaped to bring about the most effective results possible. They are to be used for guidance in the preparation of all Fat Salvage Program materials. Adherence to them will assure maintenance of the integrity of the program and its objectives. They are to be translated into specific copy slants and appeals as suggested below:

DO dramatize war and industrial uses of fats (Example: "Out of the Frying-Pan into the Firing Line," depicting use of fats in helping to make munitions, military medicines, protective coatings, opiates to ease pain, sulfa ointments, smallpox vaccines, synthetic rubber, nylon for parachutes, textile lubricants and cutting oils, mildew- and water-proofing materials for military uses, leather, military and civilian soaps, and so on.)

BUT DON'T appeal to fear. (Example: "Failure to turn in fats will deprive service men of needed materials, even of their lives.")

DO make sure that in publicizing military or other war uses of these fats that emphasis also is given to civilian uses. (Example: "This is only one of thousands of ways in which your used fats help on the home front and on the war fronts.")

BUT DON'T place your emphasis wholly on soap for civilians. (Example: "Failure to turn in enough used fats will mean rationing of soap to civilians.")

DO talk about what salvaged fats are used for (as in any of the examples listed above.)

BUT DON'T emphasize one particular use, implying that it is the sole reason for salvage.

DO present facts from the positive viewpoint (Example: "One in seven American housewives is doing a 100 percent job in salvaging used kitchen fats. If all housewives turned in all available used kitchen fats, we could collect about three times the present rate. This would enable us to meet stepped-up military demands as well as to maintain essential civilian requirements.")

BUT DON'T scold. (Example: "Because you haven't turned in all your used kitchen fats, you are helping to keep fat salvage collection below the levels needed to meet high military demands and essential civilian needs.")

DO use words of broad scope (Example: "Munitions" rather than "Ammunition.")

BUT DON'T tie down use to too specific things. (Example: Use of "glycerine" when it is not absolutely necessary to the sense of the announcement. It is all right to say "essential ingredient." Don't say fats make war-needed products; but are "used in making," or "help to make.")

DO refer to fats as "used" or "used household fats."

BUT DON'T call them "waste fats." (Example: "Turn in all your waste fats to your local butcher." Correct way is: "Turn in all your used kitchen fats to your local butcher.")

DO ask that housewives turn in all fats when they are no longer usable for cooking. Just because fats are dark and smelly does not mean that they are no longer useful in the war effort.

BUT DON'T stress that fats must be "strained." (Example: "Strain your used kitchen fats into a clean tin can as soon after use as possible." Say instead, "Pour your used kitchen fats into a clean tin can as soon after use as possible." Straining is desirable, but not absolutely essential.)

DO point out that hard work need not be made of the operation of salvaging fats. (Example: "It's easy to do your share in the Fat Salvage Program if you keep a clean tin can handy in the kitchen. Keep it on the back of the

stove, if possible, or anywhere that is convenient for constant use. Then pour the used fats into the can while they are still hot.")

BUT DON'T suggest that housewives wait to take the can to the butcher until exactly a pound or more is collected. (Example: "Take it to your butcher when you have a pound or more." Say instead. "...when the can is full.")

DO say "American women are asked by their country to turn in at least 250 million pounds of used kitchen fats this year."

BUT DON'T say, "American women must turn in more than 250 million pounds."

DO stress the wide variety of uses of fats--civilian as well as military and industrial.

DO suggest the many ways in which saving and turning in used fats can add to housewives' red points. (Example: "Turning in 6 pounds of used fats would mean enough . . . red points to obtain a half pound of butter.)

DO stress time of collection. (Example: "Don't wait until the butcher's (or grocer's) busy period to turn in your used kitchen fats. Turn in your fats before the week end." Or, if certain days are designated for turning in kitchen fats, stress that fact.)

DO point out that solid fats trimmed from meats before and after cooking and from fats salvaged from scraped dinner plates can be melted and added to the fat collection.

DO suggest that saving fats be practiced until it becomes a regular operation. (Example: "Always skim stews and meat-base soups, and really scrape the broiler pan, roasting pan, or skillet, for those all-important used kitchen fats. Pour them into a clean tin can and turn them in to your butcher.")

DO point out that two red ration points and 4 cents per pound will be paid for used kitchen fats. Butchers will pay at this rate for all used kitchen fats turned in.

DO point out that any size can may be used, so long as it is clean and made of metal. It does not matter if the clean tin can is large or small. Housewives find empty fruit juice or vegetable cans useful in saving fats.

DO point out that metal cans are necessary because retailers must turn in salvaged fats to renderers in the original containers in order to keep poundage and ration point bonuses straight, and when quantities of cans are turned in this way, containers other than metal ones are likely to break.

DO point out that it is desirable to have tops covering the cans, but it is not absolutely necessary. A top can be made for the can with a small piece of waxed paper tied to the can. A top is especially desirable when fats are "runny".

WAR FOOD ADMINISTRATION
Office of Supply (CCC)
Washington 25, D. C.

FAT SALVAGE

Questions & answers

February 1945

This statement, prepared for general distribution, is intended to supply the answers to some of the questions raised by the public generally. For additional information write to the Office of Supply (CCC), Washington 25, D. C., or to one of its regional offices in New York, Atlanta, Chicago, Dallas, or San Francisco.

Saving Used Fats in the Home

1. Q. Who should save used fats?

A. All housewives--rural and urban--are being asked to save used fats.

2. Q. What kind of fat should the housewife save?

A. All kinds of used household fats. However, the housewife should get all possible use out of cooking fats, such as the fat from bacon, before they are placed in a container for salvage. Dark or smelly fats are needed as well as "clean" fats. Melted-down meat trimmings and table scraps should be included.

3. Q. Should the housewife strain the fat?

A. She should strain it if it contains bone, pieces of meat, or other foreign matter. In general, straining is desirable, but not absolutely necessary.

The Container

4. Q. Into what kind of container should used fats be put?

A. Into a tin container. OPA regulations require that the butcher or grocer turn the fat over to the renderer in the container used by the housewife. Paper containers leak, and glass containers break too easily.

5. Q. What size container should the housewife use?
- A. Any size may be used. Many housewives prefer to use tin cans in which fruits, vegetables, or fruit juices have been packed and which will hold 2 or 3 pounds of fat.
6. Q. Is it necessary to have the container covered when it is turned in to the meat dealer or grocer?
- A. No, but this is desirable to prevent spilling if the fat is not congealed.
7. Q. Where should the housewife keep the fats container?
- A. It is suggested that a small tin container be kept near the stove to make it convenient for her to save the used fats. Fat from the smaller container can be poured frequently into a larger tin container, which should be stored in a cool place.

Collecting Used Fats

8. Q. Where should the housewife take the used fats?
- A. To the butcher or grocer with whom she trades regularly.
9. Q. On which day of the week should the housewife take used fats to her butcher or grocer?
- A. She should be considerate of the butcher or grocer. It is best not to take the fats to him when his store is especially rushed. She should avoid turning in fats on Friday or Saturday, when the grocer or butcher is at his busiest.
10. Q. How often should used fats be turned in?
- A. Whenever the housewife has a containerful.
11. Q. Who collects used fats from the butcher?
- A. Rendering companies or independent collectors.
12. Q. What happens to the fat if the butcher or grocer is not on a route regularly served by a renderer?
- A. Many renderers make special collections, and such renderers request that butchers or grocers who are not on their regular collection routes send them a postal card, telling the quantity of fat on hand so that they can make arrangements to have it picked up.

13. Q. What can a butcher or grocer do if no collection service can be provided by a renderer?

A. Very often arrangements can be worked out through trucking companies. However, to meet such special need, the American Express Company has arranged to accept shipments of used fats in leak-proof containers at any one of its 23,000 collection points. Certain large metropolitan cities are excepted. These shipments must weigh at least 48 pounds. Renderers will supply meat dealers or grocers, on request, with the necessary drums, and will pay shipping charges from and to their plants. They reimburse butchers and grocers at the rate of 5 cents and two red points per pound net, of fat shipped. The Express Company will pick up the full metal drums at the butcher's or grocer's store.

14. Q. How do trucking companies collect fat?

A. Renderers provide metal drums (as outlined in Answer No. 13), in which the butcher or grocer places the cans of used fat. The full drums are picked up by the trucking companies.

15. Q. Is it necessary for the butcher or grocer to turn over the used fats to the renderer in the same containers in which housewives take them to the store?

A. Yes (see Answer No. 4).

16. Q. What should the butcher or grocer do if there is a renderer in the community but no collection at his store?

A. The butcher or grocer should contact the renderer and ask him to pick up the fat regularly, or special arrangements should be worked out whereby the renderer will pick up the fat when he is notified. However, if the butcher or grocer has difficulty in getting anyone to pick up used fat, he should get in touch with his local salvage committee.

17. Q. Where can the butcher or grocer get the name of the nearest rendering company?

A. Usually the local telephone directory will have these companies listed. If not, contact the War Food Administration office in your State, or write to the War Food Administration, Washington 25, D. C.

18. Q. Does the butcher or grocer have to accept used fats?

A. The answer is "No," but practically all butchers and many grocers gladly accept this patriotic responsibility.

19. Q. What does the housewife do if her regular butcher or grocer does not accept used fats?

A. This is a problem to discuss with your local salvage committee. Usually it is possible to arrange to have the meat dealer or grocer accept used fats, or find someone who will. Difficulties of this kind usually stem from lack of arrangements with renderers or collectors for picking up the salvaged fat. (See Answers Nos. 16 and 17.)

20. Q. If a renderer has difficulty in obtaining the metal drums needed in making collections, what can he do to get them?

A. The renderer should write to the district representative of WFA's Office of Supply (CCC). This office will have a list of companies which are usually able to supply the drums. The butcher or grocer should always get in touch with the renderer when drums are needed.

Volunteer Group Action

21. Q. Are voluntary group efforts in the Fat Salvage Program being encouraged?

A. Emphatically yes. The program can fully succeed only through local cooperation and action. In addition to the actual saving of used fats by individuals, there are many ways in which local civic, consumer, and other organizations can assist. In many localities their greatest help can be in arranging for regular pick-ups by renderers and collectors from local butchers and grocers.

22. Q. How can volunteer groups sponsor contests and similar activities to encourage the turning in of used fats?

A. A volunteer group can register with the district office of the OPA as an independent collector and receive ration points to pay for salvaged household fats, or may serve as an agent of a renderer, through whom the points may be handled. Under both the arrangements, however, points must be paid at the time the fats are acquired. Since weighing facilities must be provided, and red points must be paid for used household fats at the time they are acquired, these arrangements generally do not represent the most feasible means of handling volunteer operations. There are two functions which must be considered carefully when starting a contest or other volunteer group activity: Collection facilities--from the local point to the renderer--must be assured, and the donor of the fats must be assured of getting two red points per pound for fats turned in. Consequently, the most feasible way of handling volunteer collection activities is

through the local meat dealers and grocers who can provide all the necessary facilities for weighing, making point and price payments, and collecting.

For example, if the 4-H clubs in a county wished to have a contest on turning in used fats, the contest might be worked out on this basis: The individual club members could turn in the used fats saved in the home, and collect the points and the money given by the grocer or meat dealer, with whom the club leader has made advance arrangements for accepting the fat. The grocer or butcher could also give the club member a receipt for the poundage of fat turned in, to be used for club records, etc. The points collected by the club member then could be turned back to his mother for use in purchasing rationed foods. This general scheme could be used for contests by other groups as well, such as P.T.A. groups, women's organizations, and churches. In all other particulars, contests could be worked out as usual, but it is necessary that the regulations on issuing points for fats be observed.

Payment for Used Fats

23. Q. What is the OPA maximum ceiling price on used fats turned in to a grocer or butcher by a housewife, or a volunteer collection group?
- A. Four cents per pound on sales by the housewife, or volunteer group, to a butcher or grocer.
24. Q. What is the ceiling price on sales by a butcher or grocer to a renderer or independent collector?
- A. Five cents per pound. If the grease is not picked up by the renderer or independent collector at the place of business of the butcher or grocer, but is shipped to the renderer, the cost of transportation, plus the ceiling price, may be paid by the renderer to the grocer or butcher.
25. Q. What is the top price an independent collector may charge a renderer?
- A. (1) Six cents a pound on sales by an independent collector to a renderer for grease collected in areas where an independent collector or renderer collected fat-bearing or oil-bearing waste materials during the period from May 1, 1942 to July 6, 1942 inclusive. This is the top price of the grease delivered to the renderer, except where grease is shipped to the renderer by common carrier. In this case the maximum price is 6 cents per pound f.o.b. point of shipment.

- (2) Seven cents a pound on sales by an independent collector to a renderer for grease collected in areas where no independent collector or renderer collected fat-bearing or oil-bearing waste materials during the period May 1, 1942 to July 6, 1942 inclusive. If the grease is not picked up by the renderer at the place of business of the independent collector, but is shipped to the renderer with the cost of transportation paid by the independent collector, the actual cost of transportation may be added to the ceiling price of 7 cents.

"Killing Fat"

26. Q. What is "killing fat" and are red points paid for it?

- A. "Killing fat" is that which results when the fat from the offal, meat trimmings, or bits of waste fat are rendered from home-butchered animals or animals butchered and cut up in a freezer locker plant, butcher shop, or other such establishment. Although such fats are as greatly needed as used household fats, no red points are paid for them. However, farmers or others who turn in "killing fat" for salvage should receive the going market price in terms of money. *Red points are paid only for used household fats.*

WAR FOOD ADMINISTRATION

Fat Salvage Program
Urban Kit
Retail Grocers' Publications

Fat Salvage Collection Simplified -- Increased collection of used household fats from grocers and butchers, key to success in the Fat Salvage Program, is the current aim of the War Food Administration and local fat salvage committees.

With 250,000,000 pounds of used household fats needed to help meet military and industrial requirements in 1945, the fullest cooperation from grocers and butchers is needed to assure success of the program. Recognizing that some grocers and butchers have been reluctant to accept used fats turned in by housewives because of inadequate collection facilities, WFA has outlined the various means by which grocers and butchers can obtain more efficient service.

In most localities, renderers have regular collection routes. The grocer or butcher should contact the renderer in his locality for information on such routes. If the grocer or butcher cannot be placed on a regular route, he should contact the renderer, by postal card, giving the quantity of fats to be collected so that arrangements can be made for special pick-up service.

In areas where no collection service is provided by renderers, arrangements often can be made with local trucking companies, either by the grocer or butcher individually, or through the local fat salvage committee. In addition, the American Express Company, except in some metropolitan areas, will accept shipments of at least 48 pounds of fats at any one of 23,000 collection points.

The Express Company will pick up the fat at the grocer's or butcher's and renderers will supply the necessary leakproof drums in which the fat is to be packed. Butchers and grocers will receive two red ration points a pound on all fats shipped, and renderers will pay shipping charges. The OPA ceiling on sales of fat by grocers or butchers to renderers or independent collectors is 5 cents a pound. As in the past, grocers are required to pay two red ration points a pound for all used fat turned in to them. The OPA ceiling price on used fats turned in to a grocer or butcher by a housewife is 4 cents a pound.

Although the primary responsibility for turning in the urgently needed used fats lies with the housewife, grocers and butchers can determine, to a large extent, the success of the program by the willingness with which they accept the fats, and through their cooperation with local committees and others in informing housewives of the need for used fats. Posters, counter cards, and other display materials will be supplied, upon request, to the Office of Supply (CCC), War Food Administration, Washington 25, D. C.

WAR FOOD ADMINISTRATION

Fat Salvage Program
Urban Kit

For Meat Dealers' Publications

Butchers, Dealers Enlisted in Fat Drive

Key people in the Nation's campaign to collect 250 million pounds of used household fat are the butchers and meat dealers said -----

Director, ----- region, Office of Supply, CCC, (or other identification) stressing the importance of the Fat Salvage Program.

A meat dealer or butcher who encourages collecting of used household fats by cheerful and prompt service is performing an important war job, Mr. said. Then, if added to this service there is a word of praise to the housewife for her part or a brief explanation of why collecting used household fats is important, it will mean more fats will come in, plus a more satisfied customer.

Meat dealers and grocers are required to pay the housewife two red points per pound for used fats. The OPA ceiling price to the housewife for used fat is 4 cents a pound. The meat dealer or grocer, in turn, receives points at the same rate from the renderer or independent collector to whom he turns over the fats. The OPA ceiling on sales of fat by the butcher or grocer to the renderer or independent collector is 5 cents a pound.

Mr. urged butchers and meat dealers to make arrangements with renderers to collect the fats turned in if this hasn't already been done. Butchers and dealers who are not on a regular collection route may send a postal card to their nearest renderer telling him the quantity of fats on hand. Arrangements, also, have been made with the American Express Company to accept shipments of fats in leakproof containers at any of their 23,000 collection points. Certain large metropolitan cities are not included in this arrangement, however.

District representatives of the Office of Supply, CCC, are ready to give every possible assistance in helping dealers and butchers in such matters as the getting of containers and having fats picked up.

WAR FOOD ADMINISTRATION

Fat Salvage Program
Urban Kit
For Renderers' Publications

Renderers Have Important Role In Collecting Fats

The part renderers have in the Nation's job of collecting 250,000,000 pounds of used household fats was outlined today by _____, director, _____ region, Office of Supply, CCC, War Food Administration, (or other identification).

Mr. _____ said that the success of the Fat Salvage Program depends to a large extent on prompt and regular collections from butchers and meat dealers. To assist renderers, district representatives of WFA's Office of Supply are prepared to help keep collection channels open. They will serve as "trouble shooters" in such matters as transportation, collection schedules, containers, and similar problems.

The Office of Price Administration maintains a bank of points for renderers for their use in paying points to the meat dealers and butchers. Monthly reports made by renderers to the OPA are the basis for making further allotments of points.

Arrangements have been made with the American Express Company to accept shipments of used fats in leakproof containers at any one of its 23,000 points. The only exceptions are certain large metropolitan cities. Shipments must weigh at least 48 pounds.

Renderers can be of service by furnishing dealers with these leakproof containers. The OPA ceiling price on sales by a butcher or grocer to a renderer is 5 cents a pound, plus transportation charges if the renderer does not pick up the fats at the retailers store. Renderers give the local butcher or grocer the two red points per pound. Full cooperation of renderers in this program will mean that dealers no longer need be reluctant about accepting used household fats because no one picks up the fats when turned in.

WAR FOOD ADMINISTRATION

Fat Salvage Program
Urban Kit

For Shoppers papers

Homemakers are being asked by Uncle Sam to "skim, scoop, and scrape" used fats--a little deeper and a little more often this year--to help meet the 1945 goal of 250 million pounds needed to supplement military and civilian fats and oils supplies, the War Food Administration has announced.

It has been estimated that a potential supply of 500 million pounds of used household fats is available yearly, WFA officials pointed out. Last year housewives turned in nearly 170 million pounds, but in the face of stepped-up military requirements for scores of products, more will be needed this year. At the same time, domestic production of fats and oils will not equal last year's record, and imports of vital oils from the Philippines cannot be counted on in the near future despite recent military successes.

"To help supplement our supplies, we are turning to patriotic housewives," WFA spokesman say. "They have done a wonderful job before, and we know that we can count on them for critically needed used fats now. Obtaining that 250 million pounds this year is a 'must', if essential civilian requirements as well as all-important military and industrial needs are to be met."

Used household fats help to make munitions, medicines, military and civilian soaps, airplane lubricants, incendiaries, synthetic rubber, nylon for parachutes, high-resistant paints, hydraulic fluids, pharmaceuticals, fabrics, metal workings, tanning and processing of leather, insecticides, fungicides, and many other products, both military and civilian.

Housewives should keep handy in the kitchen a tin container in which to pour used fats. When the used fats are no longer needed in the kitchen, they should be turned-in to the local butcher, or grocer, who will pay the housewife two red points and up to 4 cents for each pound.

WAR FOOD ADMINISTRATION

Fat Salvage Program
Urban Kit
For the Negro Press

A large percentage of the estimated 3,000,000 Negro housewives in the United States have cooperated in the program to save used household fats.

But according to the War Food Administration, 1945 requirements for used fats are larger than before, and the Nation's housewives are being urged to make even greater efforts to meet expanded needs.

A goal of 250,000,000 pounds of used kitchen fats has been set for 1945 to help meet military, industrial, and civilian demands. This is half of the estimated potential 500,000,000 pounds of used fats, which "went down the drain" in pre-war days.

Housewives, rural and urban are being asked to save used kitchen fats and take them in tin containers to the nearest grocery store or butcher shop. The housewife will, in turn, receive up to 4 cents plus two red points for each pound of household fats turned in.

The fats thus salvaged will be used to meet the expanded military and industrial requirements for: Munitions, medicines, military and civilian soaps, coatings that protect ships, tanks, fabrics, and other implements of war; synthetic rubber manufacture and processing; hydraulic fluids to drive heavy duty machinery; printing inks; and many other products.

WFA officials point out that farmers are doing their utmost in producing crops which produce oils and fats but with additional foreign sources of supply cut off by the war, it is necessary to turn to other sources. Therefore, the WFA is asking housewives to salvage all household fats, which represent the largest remaining source of supply.

WAR FOOD ADMINISTRATION

Fat Salvage Program

Urban Kit

Freezer Locker Plant Operators

Operators of freezer locker plants can function as "triple threat" men in helping Uncle Sam meet the 1945 goal of 250,000,000 pounds of used fats.

(WFA representative or other official) says that operators of such plants can help make the 1945 Fat Salvage Program a success by: (1) Providing collecting points for used fats saved by housewives; (2) making sure that killing fats—leftover bits of meat trimmings and other waste materials—are turned-in for the salvage drive; and (3) getting word to housewives of the need for stepping up salvage of used fats.

Despite increased military and industrial needs for fats and oils, plus essential requirements for U. S. civilians, total domestic production for use in 1945 will be about a billion (1,000,000,000) pounds less than production in 1944.

The reason:

1944 was a peak year in fats and oils production. The 1944 record hog slaughter, which yielded 3,250,000,000 pounds of lard, will not be repeated this year. Instead, the expected output will be only 2,400,000,000 pounds—about 25 percent less. Inedible tallow and grease will also be short—by some 150,000,000 pounds.

Therefore, with military and industrial requirements $2\frac{1}{2}$ times greater than in 1940 and substantially above requirements of 1944, every possible source of fats and oils must be drained to the limit — if all essential needs are to be supplied.

Salvaged fats—killing fats as well as kitchen fats—have become the Nation's richest remaining source of critically needed raw materials for military and industrial uses.

It has been estimated that used fats potentially available amount to about 500,000,000 (a half billion) pounds annually. In 1944, about 220,000,000 pounds were collected—170,000,000 pounds from civilians and 50,000,000 pounds from the armed forces. This is less than half the estimated available supply. Hence, the other half, and more, was wasted—literally thrown away—in wartime.

The 1945 collection goal for civilians is 250,000,000 pounds; that for the armed forces, 72,000,000 pounds. Every pound obtainable above these figures, however, can be effectively used.

Uses? There are a multitude of them. They help to make munitions of war, military and civilian soaps, military medicines, pharmaceuticals, synthetic rubber, airplane lubricants, incendiaries, nylon for parachutes, high-resistant paints, hydraulic fluids, fabrics, insecticides, fungicides, and scores of other products, including such uses as metal working, tanning and processing leather.

The War Food Administration is urging every American housewife, both urban and rural, every restaurant and hotel operator, every slaughterhouse and freezer locker operator—and every other potential source—to salvage every possible pound of fats in 1945.

—90000—

WAR FOOD ADMINISTRATION

Fat Salvage Program
Urban Kit

Sunday Supplement Feature

Nearly 200 years ago Cinderella's Fairy Godmother got a big newspaper write-up on an unconfirmed report that she had waved a wand in front of a pumpkin and transformed it into a super de luxe carriage. Despite the fact that this pumpkin-to-carriage trick has long since been exposed as idle gossip, the Fairy Godmother is still referred to as a classic, magic change artist.

Today -- if she really could do her pumpkin-to-carriage trick--the Fairy Godmother would have to operate in the bush league, because the demand for carriages is small and present day scientific wizards have a bag of tricks that are more baffling, more useful--and that really work. Nowhere is this better illustrated than in the wizardry shown in the transformation of used and unattractive kitchen fats into a whole galaxy of products that are mightily needed in the civilian and war economy.

Housewives in every kitchen in America are being asked to save every bit of used kitchen fat that can no longer be made to serve as food to give these modern wizards the basic materials they require. From the containers that hold the oftentimes-blackened, sometimes rancid, and often messy used kitchen fats, there emerges a parade of products that are represented on every fighting front--and on the home front, too.

Simplest to understand--by most people--in the magic chemical conversions from inedible fats are the soap-making processes. Grandma--and hergrandma--used to render out the grease, mix it with wood ashes and make the soft soap known to the American frontiersmen. This product was often strong, crude, and as likely to take the skin off as the dirt--but it was soap. Today, refinements of that simple process produce scores of types of soaps (detergents, the scientists call them) that do everything from producing that alluring baby-petal skin to cleaning the innards of a 16-inch naval gun.

As the technicians look at used fat, it isn't fat to them at all--but simply a collection of hydrogen, carbon, oxygen, and a few other types of atoms and molecules. The technicians have schematic designs of fats--showing the amount and the placement of these molecules. The designs look like queer futuristic drawings of buildings made with the steel toy construction sets so popular before the war.

Similarly, the scientists have like designs of many, many other products that are also made of the same kind of molecules as those in used kitchen fats. They compare the "fat" drawings with those of the desired products and then set about eliminating and rearranging molecules with the same cheerful disregard for difficulties that has always characterized research workers.

When they shuffle the molecules one way--they can come out with sulfa drugs from used fats; another shuffling produces dozens of types of protective coatings--paints, waxes, varnishes, and resins designed to afford protection of exposed surfaces to many kinds of hazards and wear.

Other products of their regrouping of the molecules (molecules that no man

has ever seen) result in the production of special lubricants, vaccine carriers, printing ink bases, anesthetics, and insecticides that help preserve domestic crops and the health of American fighters in fever-infested jungles.

Just how many things CAN be made with used fats as a base is anybody's guess--because new products are coming along all the time.

The critical need for these products is NOT anybody's guess--it's an established fact. The processes of conversion are not simple. Great kettles and retorts and mixers and whippers and grinders and stills and purifiers are among the apparatus required to displace and rearrange those invisible molecules from used (and inedible) kitchen fats to the vitally needed products that can be synthesized from the fats. You can't rearrange molecules with a sledge hammer. Intricate chemical and physical and electrical processes have to be used to "coax" and "trick" them into changing from one, undesirable pattern to another tremendously useful pattern. But it is being done--more widely done every day--by a research army that uses test tubes and reagents and observation and pure reason for its weapons.

Major concern of many of these scientific workers is to obtain the fatty substances they must have to turn out the products America needs. Fats are of animal (lard), vegetable(cottonseed oil), or mineral(motor oil) origin. The animal and vegetable fats are the ones that presently give the major concern--because they can be used to produce a number of things that mineral fats are unsuited to produce.

American farmers have done a tremendous job in producing unheard of amounts of animal fats and vegetable fats--but the demands of war are so great that there is still a deficit. Before the war, vast quantities of cocoanut oil could be obtained from the Philippines and the East Indies. Jap occupation and ravages in these lands have made it impossible to get fats now from these sources. Agricultural production of both animal and vegetable fats is at its practical peak, so that no substantial additional amounts can be obtained from those sources.

That leaves the American kitchen as the greatest remaining source of extra, needed fat for industrial use. Prior to the war, it is estimated that well over a half billion pounds of fats suitable for industrial use--and unsuited for food use--were poured down the drain by American housewives. This vast waste has been checked during wartime--but further elimination of waste and saving of used kitchen fats for industrial use must be accomplished if America is to "balance its fats and oils budget" for both war and civilian production.

already, American women have turned in as much as 170,000,000 pounds of used fats in 1 year (1944) but needs are still greater in 1945 and a minimum of 250,-000,000 pounds of used kitchen fats is required to substantially ease the "deficit" in fats required for industrial use.

The Army and the Navy--although doing the fighting in this war--are also saving fats to produce war-essential products. Last year they salvaged about 50,000,000 pounds--and they will try to better that record this year.

But, to a tremendous extent, the question of whether the chemists will keep on rearranging molecules from otherwise useless fat, and turn it into necessary products, will be answered in the kitchens of America by the housewives of this Nation. A tin container--for saving used kitchen fats--placed near the cook stove is an insurance policy to guarantee against waste and helps to assure a more adequate supply of the fats needed to produce products of great importance to these United States.

WAR FOOD ADMINISTRATION

Fat Salvage Program

Urban Kit

Suggested local news feature

Headlines of late February proclaimed a Yank thrust across Germany's Roer River and the subsequent drive on toward Cologne. The offensive, involving troops of the First and Ninth U. S. armies, began in the early hours of morning. In a ghostly moonlight, Yank soldiers and artillerymen moved ever closer toward the heart of Germany.

Neither the moonlight nor the din of artillery fire disturbed some of the Nazis who waited on the other side of the river, for when the G.I.'s began to encounter the Germans, they found some of them sound asleep—even snoring.

marks the beginning of a renewed campaign to salvage
(Day or Week)

used household fats. The front will be American kitchens and troops will be made up of

homemakers and their sisters all over the Nation.

(Town)

But even in these ranks there are some who haven't been aroused by the note of urgency in the fat salvage drives, or by the activity of the regular contributor who, with a little extra effort, contributes so much to her country's war effort and at the same time gets 4 cents and two red points for every pound of used household fats she turns in at her grocer's.

Maybe these women don't know that there is a need of over $2\frac{1}{2}$ billion pounds of inedible fats—the classification into which used household fats fall. And they may be unaware that it will require an additional effort on the part of all homemakers to salvage 250 million pounds—the 1945 goal for used household fats—and thereby insure meeting minimum requirements.

Maybe these homemakers don't realize that such fats are needed to meet expanded military and industrial requirements for munitions, medicines, military, and civilian soaps, and scores of other products. Or they may have failed to realize that these fats are needed for manufacture of coatings to protect ships, tanks, fabrics, and other implements of war; synthetic rubber to help keep the

Army rolling (and this will require 170,000,000 pounds of inedible fats this year); hydraulic fluids for bulldozers, printing ink, and many other essential products.

Perhaps they don't know that, even with present military successes, the Philippines cannot be counted on to furnish great quantities of fats and oils for a considerable period. And they may have overlooked the fact that no matter how successful the Russians may be, or the American, British, and French troops, used household fats in great quantities are still going to be needed in 1945. Production of these fats can't pick up immediately in Europe, even though Peace came tomorrow.

Getting right down to cases, it is just as important for the homemaker to save her family's used fats as it is for the farmer to plant cotton, soybeans, peanuts, or corn. The 1945 fat salvage goal of 250 million pounds of used kitchen fats would be equivalent to the oil produced from more than 1 million acres of peanuts, or $1\frac{1}{2}$ million acres of soybeans. Likewise, it would be equivalent to the lard from more than 7 million head of hogs, or the tallow from the slaughter of 3 million head of cattle.

Before the war American homemakers were pouring about a half billion pounds of used fats down the drain. If half of this amount goes into fat salvage containers, and subsequently to industrial plants where it can be used to the maximum, then the homemakers of America can feel they are shouldering one more great responsibility in this business of winning a war.

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WAR FOOD ADMINISTRATION

Fat Salvage Program

Urban Kit

Suggested utility company bill insert:

Are YOU Saving Used Fats?

If you are, you're helping to provide munitions, synthetic rubber, soap, and hundreds of other essentials. What's more, you get two precious red points for each pound of salvaged fat that you turn in to your butcher or grocer.

Because war needs for inedible fats are larger...and commercial supplies smaller...last year's splendid record of household salvage of fats must be topped. For every 2 pounds of used fats you turned in during 1944, turn in an extra one during 1945. And ask your neighbors to "pitch in," too.

It's easy...

Just pour all fats you no longer use for cooking into a clean tin can. When the can is full, take it to your grocer or butcher.

It's profitable...

Your grocer or butcher will pay you up to 4 cents and two red points per pound.

It's patriotic...

The home front and the war fronts urgently need every drop of used fats that you can salvage.

WAR FOOD ADMINISTRATION

Fat Salvage Program
Urban Kit

Short statement for magazines
or bulletins--for boxes, etc.

Wanted: 250,000,000 pounds of used household fats!

The War Food Administration reminds us that the Fat Salvage Program is being stepped up. The 1945 goal is 250,000,000 pounds--compared with the 170,000,000 pounds saved by housewives last year. The Nation's chief source of used fats is the home kitchen. Daily, pounds of valuable used fats--essential in the war effort--are wasted. Give your used fats a chance, and they will follow our fighters to far-flung battle fronts in such important items as munitions, synthetic rubber, medicines, opiates to ease pain, vaccines, nylon for parachutes, textiles, soaps for military and civilian use, and many other products needed on the battlefields as well as on the home front.

Just pour used fats you no longer need for cooking into a clean tin container. When the container is full, take it to your butcher or grocer. Your compensation will be two red points and up to 4 cents per pound--plus the personal satisfaction of making another important contribution to Victory.

WAR FOOD ADMINISTRATION

Fat Salvage Program

Urban Kit

Women's page feature--Army and Navy Angle

When a housewife places a tin container handy to the stove for saving used kitchen fats needed in the manufacture of essential civilian and military products, she's doing on a "home-sized scale" the same thing that Army and Navy camps all over the country are doing. Last year, Army and Navy kitchens salvaged about 50,000,000 pounds of used and inedible fats, while American homemakers salvaged about 170,000,000 pounds. To meet minimum needs this year, 250,000,000 pounds are needed from homes.

Go into any Army or Navy kitchen, or "mess," and you will see men who are in training to do the fighting also salvaging every drop of inedible, used fats and tallow for making the great number of products that these substances produce. Mess officers and chief cooks at every station perpetually keep on guard to see that no fat is wasted. Meat trimmings and "burnt out" kitchen greases are carefully rendered and saved in big tins that are regularly collected and sent to manufacturers who convert the salvaged product into military and civilian soaps, lubricants, medicines, protective coatings, insecticides, explosives, and many other products.

Even table scraps are "rendered" to extract the last ounce of otherwise useless fat from them. Big rendering kettles are used at big bases, while, at smaller establishments, the old frying pan is used by an Army or a Navy cook—just as a housewife can do.

Peak demand for inedible fats—that cannot be satisfied either through imports or greater agricultural production of animal or vegetable fats—makes the necessity of saving used kitchen fats more pressing this year than ever before. Prior to the war, American housewives, according to careful estimates, poured more than a half billion pounds of used kitchen fats down the drain. Today such fats should be saved—by homemakers all over the nation. And leading the parade in fat salvage are the men who must do the fighting—soldiers, sailors, and marines.

Attached is a multilithed copy of a picture obtained from the Navy to go with this release. Glossy prints of the picture are available on request to the Reports and Special Programs Branch, Office of Supply (CCC), War Food Administration, Washington 25, D. C.

Following is suggested legend copy:

Saving used fats isn't confined exclusively to the homemaker's kitchen. The men who do the fighting save used fats, too—to help make many essential items needed on the war front—as well as the home front. Here Navy Cook Tomlinson is assisted by Chief Commissary Steward R. P. Wolf and James A. Compton, ship's cook first class, in pouring off fat rendered from bacon skins in the galley's huge ovens. This fat will be used again, and ultimately salvaged for manufacture of munitions, soaps, and other products. (Chief Wolf originally came from Corbin, Ky., but now lives at 1107 Tenth Street SE, Washington, D. C. Cook Compton's home is 1617 Third Avenue, Columbus, Ga.)

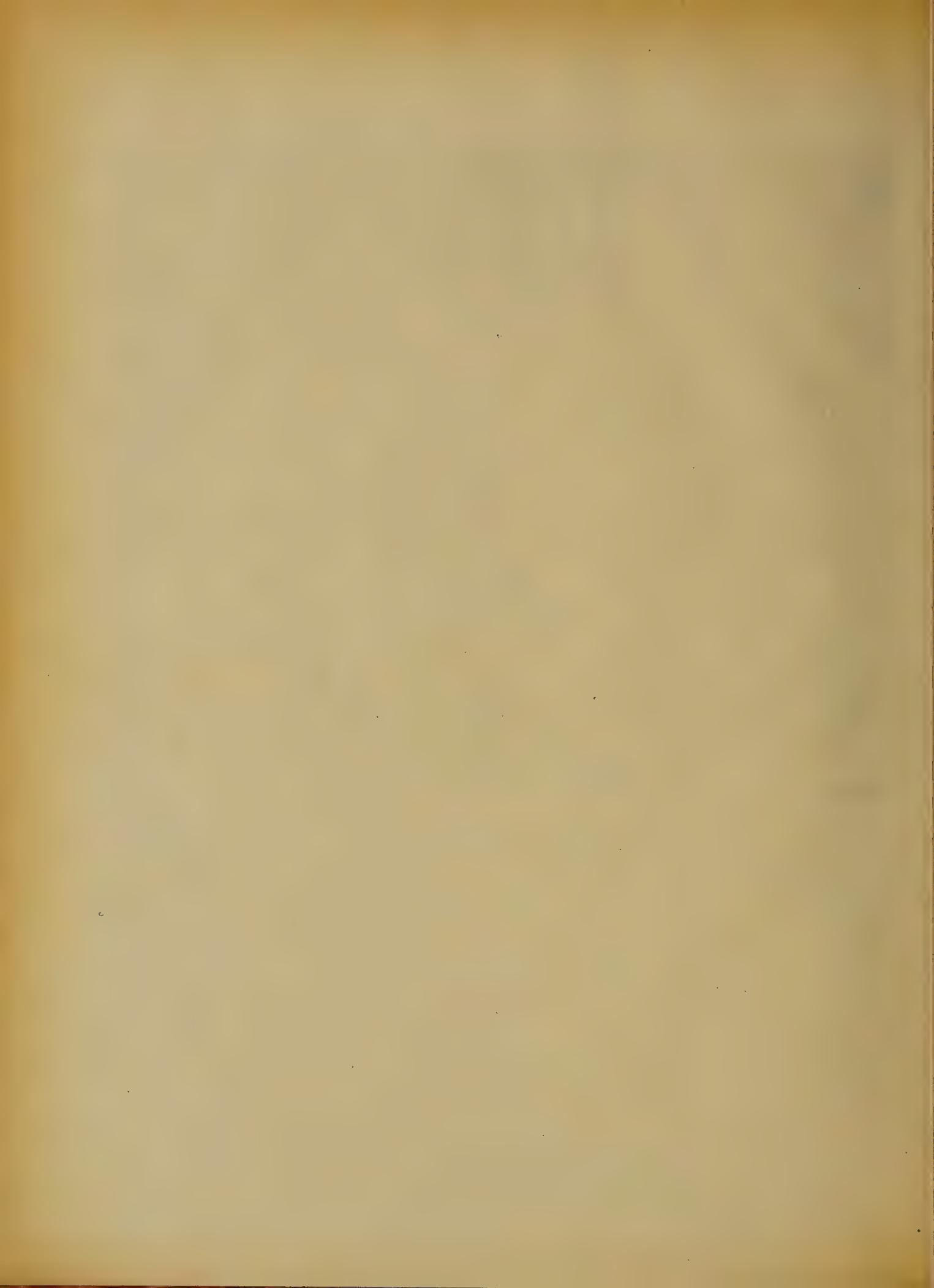
FAT SALVAGE KIT

February 1945



OFFICIAL U. S. NAVY PHOTOGRAPH

8x10 glossy prints of the above picture, showing how Navy cooks salvage used fats, may be secured from the Reports and Special Programs Branch, Office of Supply (CCC), War Food Administration, Washington 25, D. C.



WAR FOOD ADMINISTRATION

Fat Salvage Program Urban Kit

General statement for press and radio use

With supplies of domestic fats and oils below requirements and our Pacific imports cut off because of the war, the United States is depending on its home-makers to supply at least 250 million pounds of used fats in 1945. Last year, the household fat salvage drive netted but 170 million pounds, when only one woman in seven saved 100 percent of her used fats. About two-thirds of the Nation's annual estimated/potential supply of 500 million pounds of available used kitchen fats was wasted in 1944.

By turning in every available ounce of used kitchen fats each month, American women can and will make the 1945 goal. With a splendid record of cooperation behind them, women of our Nation will be able to make a further contribution to the big drive for Victory.

Where Kitchen Fats Go

The fats you skim from stews or soups, or from frying or broiling, which are no longer edible or are in excess of your cooking needs, go to help make munitions, military medicines, synthetic rubber, airplane lubricants, incendiaries, nylon for parachutes, high-resistant paints, military and civilian soaps, hydraulic fluids, insecticides, fungicides, rubber processing, metal workings, leather processing--and for numerous other uses and items, both civilian and military.

Here's How

Save every teaspoonful of used fat.

Pour the used fat into a tin container, as butchers and grocers must turn the fat over to the renderer in the original container. No glass jars--they may break in handling. No cardboard cartons--they may leak.

Use tall fruit or vegetable tin cans. Lids aren't necessary, except where the fat is not congealed.

Take the container to the butcher or grocer as soon as it is full.

Avoid turning in your used fats on the butcher's or grocer's busiest days.

Remember that every ounce of fat you and your neighbors and their neighbors save adds up to a sizable contribution to Victory.

Appoint yourself a committee of one to urge your neighbors to aid in the Fat Salvage Program.

WAR FOOD ADMINISTRATION

Fat Salvage Program

Urban Kit

Prepared Radio script (Time: About 5 minutes)

Participants: Announcer and
WFA Representative or Fat
Salvage Chairman

ANNOUNCER: We're a nation that likes to set records. Right now, they include the big guns for hitting enemy targets, the number of airplanes we can put over enemy territory, how fast we bring medical aid to our wounded. Those records are set with equipment...enough and on time.

Do you agree, Mr(s) _____?

GUEST: Of course...you're leading right up to my subject, you know.

ANNOUNCER: Folks, I've asked Mr(s). _____, (representative of the War Food Administration, or other official) to jog our memory a bit. To remind us of the importance of used household fats in the manufacture of military and civilian goods.

GUEST: That importance can't be stressed too much, (announcer). Every drop of used household fats we turn in goes into a national supply pool. Our industries draw from that pool to make military and civilian soaps, munitions, and medicines, such as insulin for the treatment of shock, opiates to ease pain, salves for burns; in textiles such as nylon; and in synthetic rubber.

ANNOUNCER: And that's just the beginning of a long list of such items. I've read some place that fats and oils are needed in the manufacture of one out of every seven items we use in our daily lives. And there is a special drive on right now to get more fats?

GUEST: That's right. The national pool we draw on is smaller now. And, total domestic production of fats and oils for use in 1945 is expected to be a billion pounds less than last year.

ANNOUNCER: And even as our supply of fats and oils diminishes, our military and civilian requirements mount. But just how much can we as individuals help?

GUEST: We're being asked to get 250 million pounds of used household fats into the national reservoir this year.

ANNOUNCER: So that we can sort of size up the job ahead...how will that 250 million pounds compare with what was saved last year?

GUEST: Well, last year housewives salvaged about 170 million pounds.

ANNOUNCER: Then we'll have to step-up our efforts.

GUEST: Yes...and even in spite of our military success in the Pacific we'll have to keep on the salvage job. We used to get more than a half billion pounds of fats and oils from the Philippines. The East Indies were a source, too.

ANNOUNCER: Then, we can't count on the Philippines to furnish us very much fat or oil for a considerable time.

GUEST: No,...the length of that time is anybody's guess...and we can't hope to meet all our needs for fats and oils by importing them from some other place, either. Another thing...farmers in this country are producing fats and oils to the best of their ability, and we can't expect them to make up all the deficit.

ANNOUNCER: I know for one thing that the number of hogs for slaughter this year will be smaller.

GUEST: Yes, and that 250 million pounds of used kitchen fats we're asked to save would be equivalent to the lard from more than 7 million head of hogs. It's also equivalent to the oil produced from more than 1 million acres of peanuts or $1\frac{1}{2}$ million acres of soybeans.

ANNOUNCER: With limits to what our farmers can produce, it looks as though our kitchens are the chief remaining source of needed fats.

GUEST: And our armed forces will aim at saving more fats from cooking too. You know fat salvage in the Army is given the same efficient attention as mechanical crews give to motorized equipment. Last year our fighting forces saved more than 50 million pounds of used kitchen fats.

ANNOUNCER: All of which brings up the point that we're getting less meat now. Bacon and pork chops appear in the stores less frequently.

GUEST: That makes the job a little more difficult, but it also emphasizes the need for increasing our efforts. If we make fat salvage a habit ...put a metal container in a handy spot in the kitchen and save every last drop...that 250-million-pound goal can be reached.

ANNOUNCER: And those 2 red points for every pound turned in are mighty important to homemakers now, too.

GUEST: That is a tangible reward all right, (announcer). But above and beyond that, each of us who turns in a can of used fat to the butcher or grocer is helping meet those records you were talking about...enough equipment to help fight the toughest war we ever set out to win.

WAR FOOD ADMINISTRATION

Fat Salvage Program
Urban Kit

Comments for Radio Commentators

Today, the homemaker is finding double benefit in salvaging used kitchen fats. First, she is supplying war industry with much-needed material. And second, she is earning two red ration points for every pound she turns in to her butcher, or grocer. With most meats back on the ration list and point values at high levels for other foods, these two red points really count!

Homemakers are doing a fine job of fat salvage, but there are ways whereby they can increase the yield--small ways but very effective in terms of points and pennies. Keep a tin container near the stove, where it will be handy to receive every spoonful of pan drippings and grease. Pounds of fat are lost because the salvage container is not in a convenient place when meals are being prepared and it is too much trouble to save a drop or two of fat. But those drops may add up to an extra pound at the end of the month.

Used fat, or its byproduct, is used in the processing or manufacture of such items as sulfa drugs, explosives, nylon, insulin, metal polish, insecticides, cellophane, soaps, dyes, lubricants, anesthetics, and printer's ink.

Until large cargoes of vegetable fats and oils from the far Pacific can be shipped to this country, the American kitchen must supply our war industries with much-needed used fats salvaged from the homemaker's day to day cooking. And because used fat salvage is part of the cooking job, the homemaker now receives two red points and up to 4 cents for every pound of fat she turns in to her grocer, or butcher.

FOR RELEASE ON RECEIPT. FOR RELEASE ON RECEIPT. FOR RELEASE ON RECEIPT.



MAJ. GEN. E. B. GREGORY



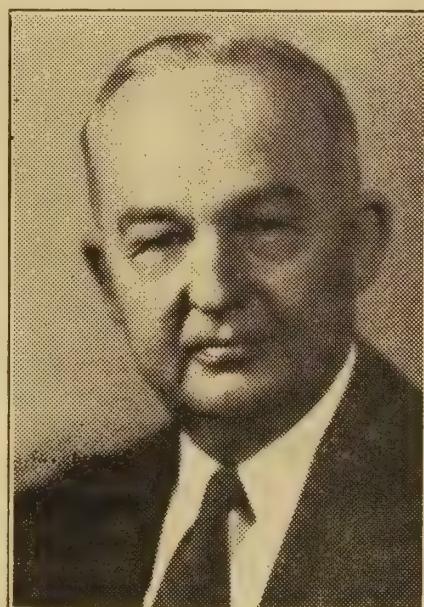
CHESTER BOWLES



REAR ADM. W. J. CARTER

FOR RELEASE ON RECEIPT.

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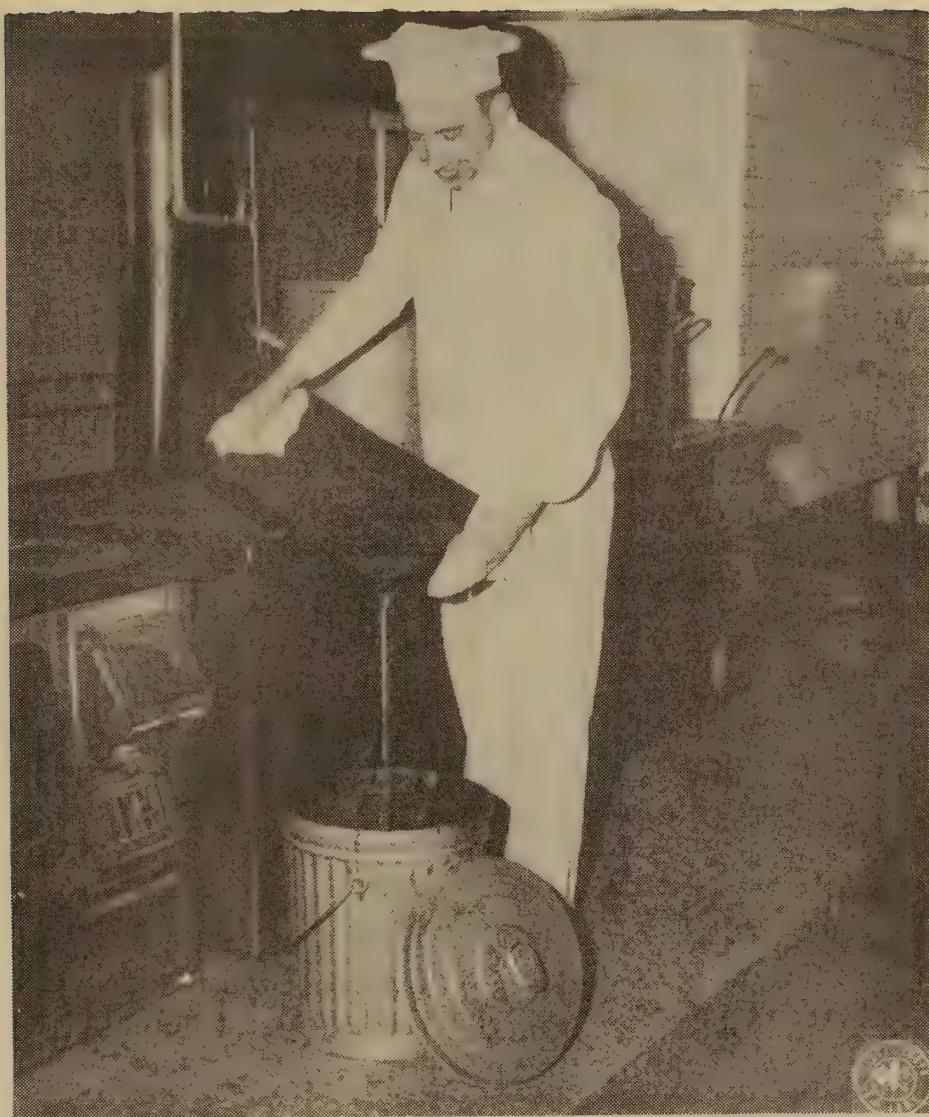


MARVIN JONES

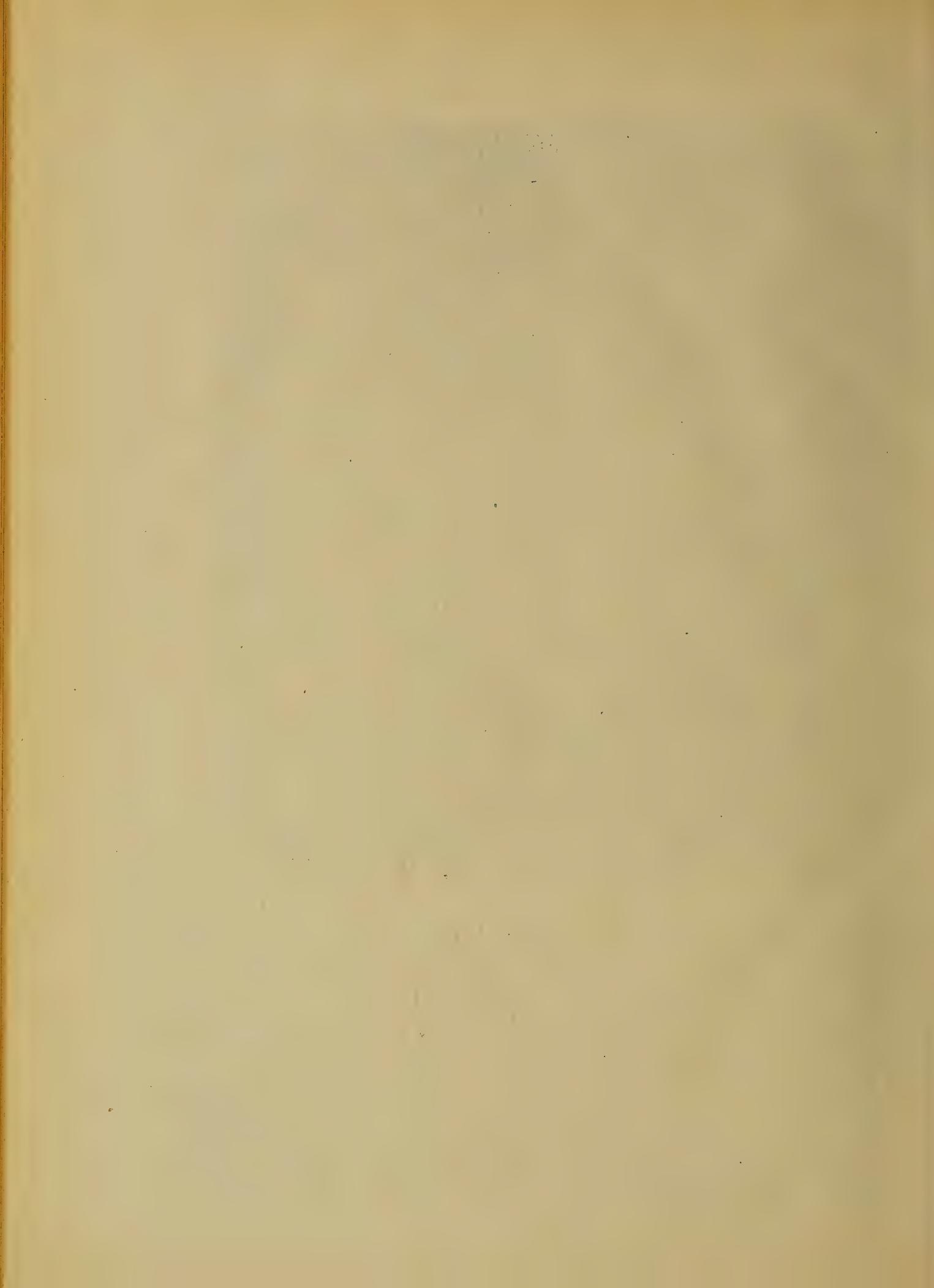


J. A. KRUG

Please note the legend on when two points were exchanged to three.



Glossy prints of this picture are available on request to the Reports and Special Programs Branch, Office of Supply (CCC), War Food Administration, Washington 25, D. C. Suggested legend: One step in making bullets is demonstrated by U. S. Navy Cook Tomlinson, right in the "galley" at the Anacostia (Washington D. C.) navy receiving station. He is heaping ground suet high in an 80-gallon "copper"--the steam-jacketed kettle that will reduce excess inedible scraps into good "galley" fat for re-use and ultimate salvage to be used in making munitions, medicines, military and civilian soaps, synthetic rubber and hundreds of other war needed items. Several of these "coppers" are "rendered out" every working day in the Anacostia station. The armed services aim to increase the salvage of used fat in 1945--and American housewives are asked to save more used kitchen fats, too. The 1945 goal for used kitchen fats is 250 million pounds. For every pound of used fats the housewife turns in to her butcher or grocer, she will get 2 red ration points, and may receive up to 4 cents.





Glossy prints of this picture are available on request to the Reports and Special Programs Branch, Office of Supply, (CCC), War Food Administration, Washington 25, D.C. Suggested legend: WAVE Cooks Marjine Leona Putman, Madge Proffitt and Gladys Florence Horne smile as they prepare huge piles of French fried potatoes for hungry Washington, D.C., WAVES to eat. The deep-frying baskets are dipped in fat reclaimed from ham, bacon skins, as well as excess inedible beef suet. When the fat is used until it is no longer suitable for cooking purposes, it will go to help make munitions, synthetic rubber, military and civilian soaps, medicines, and hundreds of other items. The armed services expect to increase the salvaging of used fats this year, and to help meet increased military, industrial and essential civilian needs, American housewives are asked to save 250,000,000 pounds of used kitchen fats. Housewives are requested to pour all used kitchen fats into a metal container, and take the container to the butcher or grocer each time it is full. For each pound of used fats turned in, the housewife receives two red ration points, and may receive up to 4 cents.

WAR FOOD ADMINISTRATION
Office of Supply (CCC)
Washington 25, D. C.

FAT SALVAGE PROGRAM

February 1945

Feature News and Advertising Service

Several WFA-USDA representatives have inquired as to the feature news service and cooperative advertising service provided for use in the Fat Salvage Program, by the American Fat Salvage Committee, Inc., 247 Park Avenue, New York 17, N. Y. This service consists of --

- (1) Regular features, a 4-panel comic strip "Lt. Jane Army Nurse" issued weekly to any newspaper, daily or weekly, upon request, and a daily, one-panel cartoon "Fatso", issued five times per week.
- (2) Regular and frequent releases of news features consisting of articles, cartoons and photographs, all of which are available to both dailies and weeklies for publication.
- (3) Cooperative advertising which consists of full-page advertising layouts in two sizes, the standard 8-column page, and the tabloid size of five columns.

Mats on artwork are available with all of the above feature services, and the full page advertisements.

More than 6,000 papers receive these services regularly, all of the daily newspapers and close to 5,000 of the principal weeklies.

Arrangements have been made to forward to regional representatives of the War Food Administration, proof sheets of all material issued through the Fat Salvage Committee which will be passed along to all Department of Agriculture representatives who contact the general public and the press.

All representatives are urged to call on editors of papers in their districts to show them the material and to ask for editorial cooperation in the campaign.

News features shown on the proof sheets are intended for use as editorial copy. Over 8,000 full pages of cooperative advertisements were placed by weekly and daily papers during 1944. Newspapers are supplied with full-page mats and proofs, free of charge, and asked to solicit local merchants, Chambers of Commerce, and other civic-minded groups and individuals to sponsor these advertisements. In many communities, local merchants and trade associations have advertising funds available for war projects and some of those funds can be allocated to the Fat Salvage Program. In many communities, merchants, business and professional men underwrite the cost of the advertising and their names appear in a space provided in the advertisements for sponsors.

Because of the large coverage of feature and advertising services which go directly to the papers, and because of the expense involved, it is inadvisable

- 2 -

to furnish Department of Agriculture representatives with mats. However, wherever a representative finds that a local paper is not receiving this material and wishes to cooperate, mats will be immediately forwarded to the paper if the Department of Agriculture representative will send the name of the paper and the type of material required to this office, or directly to Alexander Williams, Director of Information, American Fat Salvage Committee, Inc., 247 Park Avenue, New York 17, N. Y.

Store display materials are distributed to retail meat outlets by renderers and direct through chain store organizations. Each store display set consists of a wall poster and counter card. If dealers in smaller towns are found not to have received store displays they may be secured (packed in lots of 50) on request to Marvin M. Sandstrom, Chief, Reports and Special Program Branch, Office of Supply, (CCC), War Food Administration, Washington 25, D. C.

WAR FOOD ADMINISTRATION

Fat Salvage Program

Urban Kit

Suggested letter to local women's groups

Dear _____:

On a number of occasions, the Government has asked the women of America to help out with various wartime programs. For the past 2 years or more, women's organizations have given valuable help in the fat salvage drive. You may be assured that the Government has been fully appreciative of this assistance.

Now we are asking for your continued cooperation in the Fat Salvage Program. Specifically, we are asking your help in getting word to housewives of the need for stepping up the saving of used kitchen fats.

While our 1945 supplies of fats and oils are smaller than those in 1944, our requirements for meeting military, industrial, and essential civilian needs are greater. In spite of the fact that U. S. farmers are producing fats and oils at near record levels, we must turn to used household fats to make up a sizable deficit—for we cannot expect to materially supplement our supplies from imports for some time.

Used household fats represent the largest remaining source of the raw material needed in helping to make synthetic rubber, military and civilian soaps, munitions, medicines, and many other items needed on the battle front and here at home.

The goal for salvage of used household fats in 1945 is 250,000,000 pounds. Housewives saved 170,000,000 pounds in 1944.

The goal is large but, with the fine cooperation from such groups as yours, we feel sure that it can be met. By increasing our efforts to salvage fat, we will be making another important wartime contribution.

Sincerely yours,

District Representative

IMPLEMENTATION

Implementation

Implementation is the stage at which the system is put into operation.

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Implementation is the stage at which the system is put into operation. It involves the actual construction of the system and its integration with existing systems. It also involves the training of users and the documentation of the system. Implementation is a critical phase of the project as it determines the success or failure of the system. It requires careful planning and execution to ensure that the system meets the requirements of the organization.

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WAR FOOD ADMINISTRATION

Fat Salvage Program
Urban Kit
Suggested letter to local labor groups

Dear _____ :

A problem vital to the success of our 1945 war production program is that of collecting enough used fats to make up a deficit in our fats and oils supply. Our need for fats and oils is greater than that of last year, but we have a smaller supply.

While farmers are producing fats and oils at near record levels, our major import sources for supplementing these supplies are cut off—and will remain so for some time. This means that we must go elsewhere to make up our fats and oils deficit. The largest remaining source is the American housewife's kitchen.

The Government is asking housewives to save 250 million pounds of used fats in 1945. This is 80 million pounds more than that saved last year.

Groups such as yours have been largely responsible for the success of our war production program. During the past 2 years or more you have lent valuable support to the Fat Salvage Program through your channels to consumers. You may be sure the Government appreciates this assistance. Your continued aid in informing housewives of the vital need to step up the salvaging of used fats to help make munitions, military, and civilian soaps, synthetic rubber, and scores of other essential products will be invaluable. If housewives fully understand this need, we feel sure that they will do their part in meeting the 1945 goal.

Sincerely yours,

District Representative

WAR FOOD ADMINISTRATION

Fat Salvage Program

Urban Kit

Suggested letter to local restaurant and hotel associations

Dear _____:

Our Nation's supply of fats and oils is smaller this year than our requirements for meeting military, industrial, and essential civilian needs. Farmers are producing as much fats and oils as possible under wartime conditions, and currently we cannot supplement our supplies with imports. Consequently, to make up our fats and oils deficit, we are turning to the richest remaining source--the used fats found in homes and eating establishments.

The Government has set the 1945 fat salvage goal at 250,000,000 pounds. This is 80,000,000 pounds more than the quantity salvaged last year.

In the past, hotels and restaurants have cooperated splendidly in the fat salvage drive. For that, the Government is fully appreciative. The volume of used fats from restaurants and hotels has joined that saved by housewives all over the country in helping to make many items used on the battle front and on the home front--such as munitions, military and civilian soaps, medicines, lubricants, and synthetic rubber.

With a much higher goal before us this year, the Government is asking the continued cooperation of the Nation's hotels and restaurants. By throwing all our efforts together, we can meet the 1945 fat salvage goal.

Sincerely yours,

District Representative

INTRODUCTION

EDWARD M. STONE
S. J. ANDERSON

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BY RICHARD W. HILL, WILLIAM D. COOPER, ROBERT C. JONES,

JOHN H. LINDNER, DALE TROSTLE AND EDWARD M. STONE, JR., THE PRINCIPAL

CONTRIBUTORS TO THIS PAPER ARE LISTED IN THE APPENDIX, AND THE EDITORIAL

EDITORIAL BOARD IS IDENTIFIED ON THE BACK COVER OF THIS ISSUE.

THE EDITORIAL BOARD AND THE STAFF OF THE JOURNAL OF FOOD AND DRUG INSPECTION AND

SANITATION WOULD LIKE TO THANK THE CONTRIBUTORS FOR THEIR SUPPORT AND

THEIR USEFUL INFORMATION WHICH HAS BEEN SO USEFUL IN THE PRACTICE OF INSPECTION AND

REGULATORY WORK. THEY HAVE BEEN A SOURCE OF GREAT INSPIRATION AND

INSPIRATION TO ALL WHO WORK IN THE FIELD OF INSPECTION AND SANITATION.

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EDWARD M. STONE, JR.

EDWARD M. STONE, JR.

WAR FOOD ADMINISTRATION

Fat Salvage Program

Urban Kit

Suggested letter to local retail grocer associations

Dear _____:

On behalf of the War Food Administration and cooperating agencies, I am writing to enlist your further aid in a vital wartime program--the salvaging of used fats.

For the past 2 years or more many retail grocers, by providing collection points for used household fats, have served as key men in this program. Since the demand for more used fats is urgent, there is need to step up the saving and collection of used fats wherever possible.

Our 1945 supply of fats and oils is smaller than that of 1944, while at the same time our requirements for these products for use in making military, industrial, and essential civilian items are greater. Farmers are producing fats and oils to the best of their ability under wartime conditions. Furthermore, we cannot materially supplement our supplies from import sources for some time to come.

Consequently, to maintain our production of munitions, military and civilian soaps, synthetic rubber, lubricants, and many other items needed on the war front and at home, we must turn to used household fats. The Government has set a goal of 250,000,000 pounds of used fats to be salvaged in 1945. Housewives saved 170,000,000 pounds last year. The 1945 goal is a big order, but by throwing all our efforts together, it can be met.

Specifically, we suggest that your organization can best help by informing retail grocers of:

- (1) The need for "plugging" used fat salvage in store displays and advertising;
- (2) The need for accepting used fats brought in by their customers; and (3) the need to make arrangements to have the fat picked up by commercial renderers or independent collectors.

We realize that in some instances grocers have wanted to cooperate with the Fat Salvage Program, but found it difficult to do so because of the lack of regular collection facilities. Where such facilities are not readily available, I suggest that grocers write to me, or get in touch with the salvage committee in their communities.

Enclosed is some material we hope will answer questions which you may have about the Fat Salvage Program. Please be assured that the Government is fully appreciative of your organization's past efforts in the fat salvage drive.

Sincerely yours,

District Representative

Businessman George Lipson left office of business
100

100,000,000 Date unknown from book 1881 and reprinted in
1968 by the same author, published under the title "How to Win
Friends and Influence People". In this book they tell us that
the first rule of influence is to always be sincere, kind, and
friendly. Influence is a personal quality, and it is based on
confidence which is built up through mutual trust, respect, and
affection. Influence is based on the belief that one can be
influenced by another person's ideas and actions. Influence is
not manipulation or control, but rather a natural process of
communication between two people.

Another rule of influence is to always act like you mean it.
This means that your words and actions must be consistent with
your intentions. If you say something, make sure that you do
it. If you promise something, make sure that you keep your
word. This rule of influence is based on the principle that
people are more likely to trust and believe in you if you
act consistently with your words.

Another rule of influence is to always be a good listener.
This means that you should pay attention to what the other
person is saying, and try to understand their point of view.
If you do this, the other person will feel that you care about
them and are interested in what they have to say. This rule
of influence is based on the principle that people are more
likely to trust and believe in you if you show that you care
about them.

Another rule of influence is to always be a good communicator.
This means that you should be able to express your ideas
clearly and effectively. You should also be able to listen
to others and respond to their ideas. This rule of influence
is based on the principle that people are more likely to trust
and believe in you if you communicate effectively.

Another rule of influence is to always be a good example.
This means that you should be a good role model for others.
If you do this, others will be more likely to trust and believe
in you. This rule of influence is based on the principle that
people are more likely to trust and believe in you if you
are a good example.

100,000,000

Fat Salvage Program
For Urban Kit

WAR FOOD ADMINISTRATION
Office of Supply (CCC)
Washington 25, D. C.

February 1945

COMMENTS ON THE FAT SALVAGE PROGRAM

"American women in their kitchens and on the farm are making a vitally important contribution to our wartime economy by salvaging and turning in used fats."

"An adequate supply of fats and oils is essential to successful prosecution of the war. We must meet the necessary requirements of our military, industrial, and civilian production goals."

"Japanese seizure of Pacific areas from which the United States formerly imported large quantities of fats and oils required us to ask American farmers and American homemakers to replace these losses by increased production and through the salvaging of used household fats. Both have responded magnificently and deserve the thanks of their Government."

"Military demands have recently been greatly increased. It will be necessary in 1945 to salvage at least 100 million pounds more used fat than were recovered in 1944. To accomplish this, I ask every individual for the fullest cooperation in this important task. Every ounce of used fat that can be salvaged is urgently needed."

"American women, and the meat dealers who have loyally provided collection points for used fats during the past $2\frac{1}{2}$ years, have made a major contribution. Your help is needed now more than ever before."

.....Marvin Jones, War Food Administrator

"The salvaging of used fats by American women is a vitally important home-front task."

"Thousands of items of the equipment of the United States Army require fats and oils or their byproducts to manufacture, service, and maintain them. Among these are practically all forms of military weapons, many military medicines, synthetic rubber, special airplane lubricants, parachutes, powder bags, soap, uniforms, blankets."

"It is essential to maintain an adequate supply of fats and oils. Tremendously increased military demands combined with the cutting off of former imports from Pacific areas made it necessary to ask American women to help meet our requirements by salvaging their used cooking fats. They and the meat dealers to whom these salvaged fats were turned in have done a splendid job for which all of us concerned with military and domestic production are most grateful."

"Our requirements for fats and oils in 1945 will be greater than ever before. To meet these requirements it will be necessary to increase materially the salvaging of used fats in the cities and on farms. I ask every American homemaker to make every effort to save and turn in the maximum possible quantity."

.....Maj. Gen. E. B. Gregory
The Quartermaster General

"It is the policy of the Navy to salvage used fats from its cooking operations whenever this can possibly be done. Last year the Navy salvaged millions of pounds of otherwise unusable fats for war manufacturing purposes. From these fats are made such important items as soap, protective coatings, indispensable rubber products, explosives, pharmaceuticals and many other things. There is a very real need for the fats with which to manufacture these products—and the Navy is glad to do its part in collecting all it can. We invite you to join the Navy in salvaging all of the used fats you can in your own home. The need is great and the task is small, though very important."

.....Rear Admiral W. J. Carter
Supply Corps, USN

"American housewives have been cooperating splendidly in the Fat Salvage Program, but it is imperative that they save even more fats this year than in the past.

"This is necessary because wartime requirements will exceed supplies unless the deficit is made up by saving used household fats. Despite the rapid advance of our forces in the Pacific it will probably be a year before oil shipments can be resumed from there.

"So the 1945 goal for salvaged fats has been set at 250 million pounds as compared with the 170 million pounds saved last year.

"If all the 31,000,000 American housewives living in private dwellings saved even one tablespoon of used every day, this would add up to 353 million pounds in a year!

"For adding to the Nation's supply of fats by turning in used fat, housewives are being given two red points and up to 4 cents for every pound. The Nation needs this used fat!"

.....Chester Bowles, Administrator
Office of Price Administration

"To All Housewives:

"The salvage of used household fats is vitally important to our war program.

"Fats are used in hundreds of industrial plants engaged in metal working, textile manufacturing, leather processing and synthetic rubber production. They are also required in certain mining operations and in the production of special lubricating oils and greases. Used household fats also help to assure us at home of supplies of medicines, soap and many other essential civilian items.

"Our requirements for 1945 are greater than ever before. We need a minimum of 100 million pounds more of used household fats than were obtained in 1944.

"I urge housewives to greater efforts. Every ounce of fat that is salvaged and turned in will help toward meeting our production requirements."

.....J. A. Krug, Chairman
War Production Board

"These Navy kitchens—galleys we call them—are run on a top efficiency basis. That means that those of us who are WAVE cooks salvage the fats that are no longer usable for food purposes. I know that none of my 'sisters' in the kitchen—outside of the services—are more careful about saving used fats than those of us with cooking jobs in the Navy. Won't you join us in this important task of saving every ounce of unusable fats—to help make many wartime products so urgently needed? Turn in your used fats to your grocer or butcher."

.....Maxine Leona Putman, B2/c
Wave Quarters I
Washington, D. C.

"The Navy saves every bit of inedible used fat from the galleys. I'm a Navy cook, and I know that we're continually salvaging every pound of used fat we can—because we know it is needed. The Navy makes lots of things it must have from the inedible fats we salvage. Won't you join us in saving used fats — even if you can't join the Navy? Take every pound you save to your butcher or grocer."

.....Joe Henry Tomlinson, SCL/c
Receiving Station
Washington Navy Yard
Anacostia, D.C.

"As a cook who helps prepare thousands of meals a month for hungry soldiers, I can tell you that in the Army, we're mighty careful to save used fats that have no further food value. We salvage every available pound to help furnish the requirements of inedible fat needed for war purposes. In your kitchen, won't you also do as we're doing—and save every pound of used fat? Turn it in to your grocer or butcher!"

.....Sgt. Walter B. Moran
U. S. Army

